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Adventures on the Gorge companies net top honors in international marketing competition

Lansing WV (May 26, 2009) – Southern West Virginia adventure recreation leaders Class VI-Mountain River and The Rivermen, partners in Adventures on the Gorge outdoor adventure destination, received platinum Hermes Creative Awards for creative excellence in the design of their 2009 catalogs.

Winners for the international Hermes Creative Awards are selected in seven forms of traditional and emerging media and communications efforts – advertising, publications, marketing/branding, integrated marketing, public relations/communications, electronic media and pro bono projects. There were more than 3,600 entries from the United States and several countries in the competition, which is administered by the Association of Marketing and Communications Professionals.

Class VI-Mountain River and The Rivermen print full-color catalogs annually and distribute them to customers and potential customers throughout the United States. The 2009 catalogs were the first to include the companies' new TreeTops Canopy Tour and to introduce new lodging and recreation accommodations.

Stonewall Retail Marketing of Marietta, Ohio, created the catalogs.

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Adventures on the Gorge is an outdoor adventure destination operated by Adventure WV, LLC. The destination includes Class VI River Runners, Mountain River and The Rivermen and offers a diverse selection of outdoor adventure activities including whitewater rafting on the New and Gauley rivers, TreeTops Canopy Tour, Bridge Walk, kayaking, fishing, mountain biking, hiking, mountain climbing, disc golf and paintball. Its lodging options include tent and cabin selections from rustic to luxury and the campus includes three restaurants. Located on the New River Gorge at Lansing, West Virginia, the adventure destination borders three miles the New River Gorge National River. The

campus covers more than 1,000 acres and includes Wild Rock as well. Class VI River Runners was selected one of the best adventure travel companies on earth in a 2009 National Geographic Adventure survey.