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FOR IMMEDIATE RELEASE

Latest Forecast Good News for Southern California River Rafting Outfitters

KERNVILLE, CALIFORNIA. - February 11, 2015 –

Having endured three years of much below average rainfall, river outfitters on the Kern River have something to look forward to. Recent long-range modeling by the National Oceanic and Atmospheric Administration, coupled with this past weekends storms, hints to above-normal precipitation for Southern California through April. If it happens, storms could bring much needed precipitation to the Kern River region and provide water for this popular nearby rafting destination.

Just a few hours from Los Angeles, the Kern River offers a wide range of rafting opportunities. Outfitters typically offer one-day trips on the Upper Kern near the historic town of Kernville and overnight trips on the Lower Kern near Lake Isabella. The season typically runs from mid-April through August. In recent years, drought conditions have sharply curtailed whitewater rafting activities with some outfits cancelling entire seasons due to low river flows.

Matt Volpert, the manager for Kern River Outfitters, is cautiously optimistic about the upcoming season. “While the latest long term weather report is a refreshing update, we are approaching the 2015 season cautiously. We expect to have a season on the Upper Kern from mid-April through June and will expand that schedule once we get a few storms.”

Kern River Outfitters is one of a handful of licensed outfitters running the Kern River. Named “One of the Best Adventure Companies on Earth” by National Geographic Adventure Magazine, the company has operated on the Kern River since 1980. They offer a “No Water/Low Water Refund” guarantee in the event trips are cancelled due to inadequate river flows. Given continued drought anxiety, this policy has resulted in significant bookings for the 2015 season.

For information about rafting the Kern River, contact Matt Volpert at 1-760-376-3370 or visit, www.KernRafting.com

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Note to Media: For more information, photos or to arrange a media trip, contact Matt Volpert at 1-760-376-3370.