



For Immediate Release
Contact: David Broad 804-443-1221
www.RivahFest.com

RivahFest Rubber Ducks partner with Essex Little League

Tappahannock, VA (July 16, 2009) – RivahFest Steering Committee is pleased to announce a successful partnership with Essex County Little League that has raised \$1,500 towards their youth activities. The Little League members eagerly took on board the largest distribution of tickets for the first RivahFest Rappahannock River Rubber Duck Race. Both first prize of \$1,000 and third prize of \$250 were won by duck tickets sold by Little League team members.

The Essex County Little League is the largest youth organization in the county, bringing baseball, softball, coach's pitch and t-ball to almost 400 kids from ages 5 – 16 on about 35 teams. The League is composed of a volunteer board of directors which is responsible for managing everything from registration in January to the all-star tournaments in the summer. The operating costs of the Little League are extensive and are offset by funds received at registration, team and sign sponsors, and concessions. Ronnie Gill, president of the Little League said "The funds received from the RivahFest Duck Race will be used to help defray the cost of sending our three district winners to state competition later this month. This will be a real help to us and we thank RivahFest for this easy and fun fund-raising partnership".

RivahFest continues to bring regional attention to our community and to our local businesses and brings with it a degree of success that allows us to be able to share financially with well-deserving programs in our area. RivahFest now in its seventh year has brought over 100,000 visitors to Tappahannock and since started a community grant program now in its second year. This event would not be possible without the support of over 200 volunteers and the gracious support of the Town of Tappahannock.

RivahFest 2010 is scheduled for Saturday, June 19 and is being co-chaired by Katherine

Newman (EVB) and Libbie Franklin (Essex Bank). The RivahFest steering committee for 2010 draws volunteers in many areas: Thomas Bradshaw (Entertainment), David Broad (Promotion & Website), Terry Brooks (Arts & Crafts), John Clickener (Treasurer), Ronnie Gill (Chamber representative), Jeff James (Planning & Liaison), Sharon James (Past Chair), Tyler Lowery (Past Chair & Maritime), Glenn Morse (Sponsorship) and Joey Reinhardt (Publications & Liaison).

Further recipient of RivahFest Grants for 2009-10 will be announced in the fall of 2009. For more information about Tappahannock-Essex RivahFest media or publicity contact David Broad at 804-443-1221.

Rubber Ducks make Big Bucks! Essex County Little League accepts a \$1,500 RivahFest Partnership Grant check. From left to right: David Broad (RivahFest Grants and Duckmaster), Alisa Bailey (CEO of the Virginia Tourism Corporation), Ronnie Gill (President of the Essex County Little League), Katherine Newman (Co-Chair of RivahFest 2009/2010 and Duckmaster) and Elizabeth Franklin (Co-Chair of RivahFest 2009/2010).