



580 Vallombrosa Avenue  
Chico, California 95926  
info@riverpartners.org

Phone: (530) 894-5401  
Fax: (530) 894-2970  
www.riverpartners.org

## For immediate release

Contacts: Kathy Barrett, Board Member, River Partners  
[flumestreet@yahoo.com](mailto:flumestreet@yahoo.com), 530-680-7186  
Valerie Reddemann, Director of Marketing, SynMedia  
[val@synmedia.net](mailto:val@synmedia.net), 530-893-1200, ext. 58

## Chico, CA based River Partners Forced to Rename Signature Mud Run

June 28, 2012 – Chico, CA – Contacted last week by a national race who holds the trademark for the term “Mudder”, River Partners, a local nonprofit conservation organization, has chosen to hold a public contest to rename their event currently called “Mudder Nature Challenge”.

With the assistance of local digital marketing agency, SynMedia, River Partners is conducting a Facebook contest to find the perfect name for this down and dirty event. Submissions can be made on either the [River Partners](#) or [Mudder Nature Challenge](#) facebook pages until July 4th. The winner, announced July 11th, will receive entry for 8 into either Mud Run race as well as a private tent and other perks the day of the event. See contest page for details.

The renaming contest will run through July 4<sup>th</sup> and the new name of the event will be announced, via Facebook, on Wednesday, July 11<sup>th</sup>.

**About Mudder Nature Challenge:** The Mudder Nature Challenge is a mud trail race series along the Sacramento and San Joaquin Rivers. Courses wind around forests and fields where racers will tackle obstacles along the way, including mud pits, tunnel crawls, hay bale climbs, sand traps, water crossings, tire fields and more. This series invites teams, costumes, kids and individuals who want to have fun and raise money to help preserve our rivers. The Sacramento River event will be held at Willow Bend in Colusa County on September 15, 2012, and the San Joaquin River event will be held on October 20, 2012 at the River Partner’s conservation site at the confluence of the Tuolumne and San Joaquin Rivers, Dos Rios Ranch.

**About River Partners:** River Partners specializes in river and floodplain restoration. Its mission is to create wildlife habitat for the benefit of people and the environment. Since 1998 it has planted one million native trees, shrubs and plants and initiated restoration on more than 7,000 acres along California’s major rivers.  
[www.RiverPartners.org](http://www.RiverPartners.org).

**About Syn Media:** SynMedia is a digital marketing company based in Chico, CA. Through Social Media, Application Development, Contesting and Promotions, SynMedia helps customers develop web experiences that identify and reward existing customers while bringing in new ones. Please visit [www.SynMedia.net](http://www.SynMedia.net) for a list of clients.

Contest at <http://www.facebook.com/muddernaturechallenge>

###