



## MISSION

To facilitate the connection of people with healthy freshwater ecosystems through novel recreational events, educational activities and on-the-ground projects.

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@FLYATHLON



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# RUNNING RIVERS – THE FLYATHLON

## ABOUT US

**RUNNING RIVERS** is a grassroots 501(c)(3) organization led by a passionate group of individuals committed to protecting native fish and their habitats.

At **RUNNING RIVERS**, we firmly believe that recreationists need to be a part of the solution for stewardship of our natural resources and that the best way to ensure the preservation, protection, and maintenance of our irreplaceable lands, waters, and native species is to develop and foster the citizen stewards who will stand up in their defense.

**RUNNING RIVERS** currently has three very successful and established FLYATHLON races and more in development.

## ESTABLISHED FLYATHLON RACES

- **Middle Creek Flyathlon**  
July – Saguache, CO
- **Lake Fork Flyathlon**  
September – Lake City, CO
- **Driftless Flyathlon**  
October – Northeastern IA

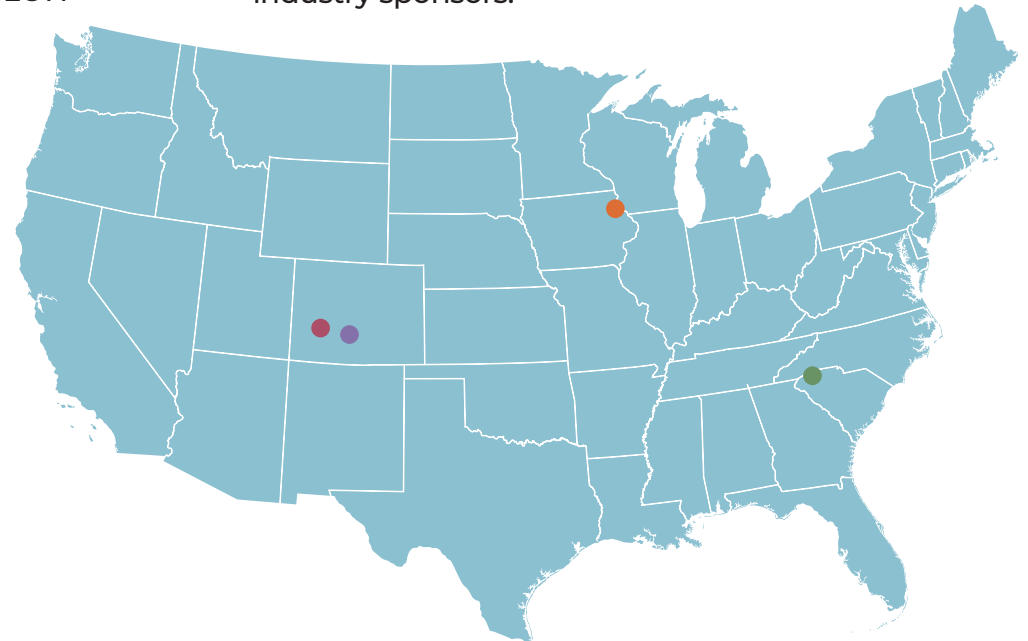
## FLYATHLON RACES IN DEVELOPMENT

- **Western North Carolina Flyathlon**  
April – Saluda, NC

## THE FLYATHLON

**RUNNING RIVERS'** programs creates unique opportunities for recreationists to experience the outdoors in novel and fun ways, all for the benefit of those critical environments and the species that are native to them.

**RUNNING RIVERS** flagship program, the FLYATHLON, is a multi-sport event that integrates three activities that are surging in popularity; trail running, fly fishing and craft beer. While our FLYATHLON races are designed to deliver epically unique and inclusive outdoor experiences, these irreverent races also incentivize our participants (or "Flyathletes") to "Crowdfund for Conservation" leveraging products donated by our conservation-minded outdoor industry sponsors.



# CONSERVATION THROUGH RECREATION



“

There are many ways to salvation, and one of them is to follow a river.”

— David Brower,  
First Executive Director  
of the Sierra Club

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# THE FLYATHLON – CONSERVATION IMPACT

## ACCOMPLISHMENTS

Having raised more than \$500,000 over the past eight years, **RUNNING RIVERS** has funded and assisted many freshwater ecosystem restoration projects, including:

- Multi-year restoration of 3 miles of heavily overgrazed Rio Grande cutthroat trout habitat within the Jim Creek watershed (Colorado)
- Reintroduction project on Great Sand Dunes National Park and Preserve's Sand Creek for the native Rio Grande cutthroat trout (Colorado)
- Major streambank stabilization project on Little Paint Creek (Iowa)
- Barrier design and construction project on the Clear Fork East Muddy Creek to protect the native green lineage Colorado River cutthroat trout from invasive species
- Multi-year project evaluating the success of airplane stocking of remote high mountain lakes with native Rio Grande cutthroat trout (Colorado)

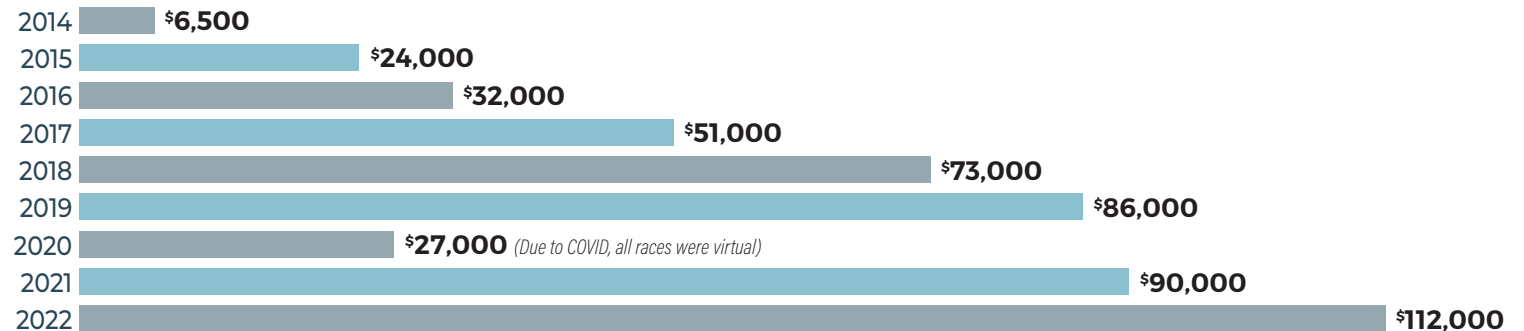
## HOW CAN YOU SUPPORT US

**SPONSOR A RACE** Sponsors are critical to our mission both through direct financial support and/or through in-kind donation of products which can be leveraged as incentives for our Flyathletes to crowdfund our conservation efforts. Please let us know if you want to sponsor us on our mission of Conservation through Recreation.

**VOLUNTEER** Our FLYATHLON races take a lot of effort and dedicated volunteers to make them successful – we would love for you to be a part of our team at an event. Reach out today to be a checkpoint leader, a photographer, or a highly-revered “fish whisperer.”

**DONATE** Whether you support an individual Flyathlete's FLYATHLON campaign or provide a general organizational donation to **RUNNING RIVERS**, rest assured that your contribution will be put to good use for the advancement of native fish within the watersheds in which we work.

## FUNDRAISING GROWTH YEAR OVER YEAR



CONSERVATION THROUGH RECREATION