



# Centennial Canoe MEDIA KIT 2016

[www.CentennialCanoe.com/media](http://www.CentennialCanoe.com/media)

# Paddle the Wild West and Beyond!

## Company Information

**Company:** Centennial Canoe Outfitters, Inc.

**Offering:** Guided and outfitted 1-6 day canoe adventures on nine different river stretches in CO, UT, and WY, plus sea kayaking in the San Juan Islands, WA. We also offer a multi-sport adventure in Costa Rica.

**Rivers:** 3 stretches of the Colorado River in CO and UT, Dolores (CO), Green (UT), Gunnison (CO), North Platte (WY), Yampa (CO), and White (UT)

**Owners:** Julia Gumper & Marty Genereux

**Incorporated:** 1985

**Hours:** M-F 9 a.m. to 5:30 p.m. MST

**Address:** PO Box 3365

**City:** Centennial

**State:** Colorado

**Zip Code:** 80161-3365

**Country:** U.S.

**Local phone:** 720-283-0553

**Fax:** 303-347-8296

**Website:** [www.CentennialCanoe.com](http://www.CentennialCanoe.com)

**Email:** [info@CentennialCanoe.com](mailto:info@CentennialCanoe.com)

**Facebook:** <https://www.facebook.com/CentennialCanoe>

**Twitter:** <https://twitter.com/CentennialCanoe>

**YouTube.com Videos:** <https://www.youtube.com/playlist?list=PL20C4C0165951C8F4>

**Typical canoe trip video on the Gunnison River:**

<https://player.vimeo.com/video/149332788>

**Photo Gallery**

<http://www.centennialcanoe.com/photo-gallery>

## About Us

CCO has been running river trips since 1985. Our mission is to provide a safe, educational and entertaining backcountry river adventure, giving you a chance to learn, have fun, and relax while enjoying the environment. Environmental responsibility is an ethic that everyone in the company believes in and adheres to. CCO practices "Leave No Trace" ethics and encourages our guests to do the same.

Centennial Canoe and our partners are INSURED and LICENSED by the states of Colorado, Utah, Washington and Wyoming. All or part of our operation is conducted on public lands under SPECIAL PERMIT from the U.S. Bureau of Land Management.

**Affiliations Include:**

America Outdoors Association (AO)

**Community Service:**

CCO collaborates with the Grand Junction Bureau of Land Management (BLM) and Volunteers for Outdoor Colorado (VOC) to remove invasive plant species along the Gunnison and Colorado Rivers. This projects draws volunteers who enjoy an outfitted river trip in exchange for their work. Campsites are also improved and trees are planted.

## Owners' Biography

Julia and Marty purchased Centennial Canoe Outfitters, Inc. (CCO) in 2000, from former owner, Fred Welch. Fred began offering geology trips on western rivers in 1985 and CCO grew from there. In 1991, Julia was enrolled in Denver University's master's degree program for environmental policy and opted to attend a geology course on the river by canoe. She had such a great time she began organizing trips for family and friends every summer. During this same period, Marty owned a martial arts school in Denver and fell in the love with the river and began guiding for CCO. By 2000, Fred was ready for retirement and the company changed hands. Marty and Julia feel that running CCO is very rewarding knowing that they are providing a unique backcountry experience for people wanting to get outdoors in nature.

## What Makes Us Different from Other Outfitters

- ◆ There are very few canoeing outfitters in the West and Centennial Canoe has grown to be the largest. We enjoy paddling remote canyon rivers where most rafters don't go.
- ◆ We can canoe even in low water conditions. It only takes six inches of water to float a canoe.
- ◆ Canoeing allows you the independence and thrill of navigating your own boat. You can learn to maneuver your vessel and learn how to read the river.
- ◆ Most of our trips are multi-day adventures instead of a one-day or half-day trip. We camp along the river bank allowing time for hiking, relaxing, playing in the river, and getting to know the other travelers. Paddling through the beautiful, red sandstone canyons of the Colorado Plateau leaves you awed by the immensity of geologic time and the silence of the wilderness.
- ◆ Our biggest asset is our 40-50 guides and our stellar safety record. Your guide will be a mature adult about 30-50 years old with approximately 7 or more years of river guiding experience, basic or advanced First Aid certification, and a grown-up work ethic. Some have been guiding with us for 15+ years. They are professionals in their own line of work including geologists, school teachers, photographers, IT professionals, firemen, authors, business owners, etc. They choose to guide because they love being around people and the outdoors, and having fun.
- ◆ Many of our commercial trips have a special facilitator to give you an enhanced experience. You can choose an adventure with a theme of geology or geography, western history, wildlife and nature, archaeology, astronomy, beer tasting, paleontology, music, etc. We also offer trips through the CO School of Mines, University of Northern Colorado, and Naropa University for education credits.

## Awards

- ◆ Centennial Canoe and partner Volunteers for Outdoor Colorado (VOC) earned the Bureau of Land Management's highest award for volunteerism presented in May 2009 by U.S. Secretary of Interior Ken Salazar. Routinely, Centennial Canoe runs trips at no profit with the VOC to eradicate invasive plants, improve campsites, and plant trees along the rivers.
- ◆ **Trip Advisor Certificate of Excellence annually since 2014**

## Testimonials

You are welcome to take testimonials off of our website to use in marketing Centennial Canoe Outfitters, Inc. We rotate the testimonials periodically. If you are looking for a specific subject matter, we can probably find one for you. Below are a few that we like.

### GUIDES

"The guides were truly top-notch: Clear instruction, attention to safety without being restrictive, hard working, passionate and fun loving. What a fabulous crew!"

*Teresa Crichton, Colorado Springs, CO*

"We can't say enough about the incredible care and guidance we received from the guides. They are absolutely amazing."

*Tim & Suzy Degar, Franktown, CO*

### EDUCATIONAL

"Tito's expertise in astronomy and Bob's knowledge of geology was an unexpected bonus and delight that truly put the experience over the top! We will be back."

*Bill Fitzgerald, Longmont, CO*

### SAFETY

"For our first time , we felt very safe and well taken care of."

*April Barnhill, Lakewood, CO*

### INTEGRITY

"I had high expectations and in all things they were not only met but exceeded."

*Katie Thompson, Lakewood, CO*

### CONNECTING WITH OTHERS

"Great trip—I had an opportunity to combine a new adventure with meeting new people...my dream!"

*Lisa McIntyre, Denver, CO*

### STEWARDS OF THE RIVER

"The yearly river restoration project with Centennial Canoe & VOC volunteers has been a huge success. These volunteers accomplish in a 4-day trip what would otherwise take us several months."

*Katie Stevens, Manager, Grand Junction BLM*

## Sample Pitch Topics

1. **Balancing Outdoor Business and Responsible Stewardship**
2. **Volunteerism and the Environment**
3. **Educational Adventures**
4. **Dark Sky/Light Pollution Concerns**
5. **Trip Itinerary Planning for Every Member of the Family**
6. **Outdoor Safety**
7. **River Dangers and Concerns**
8. **Environmental Protection**
9. **Western History**
10. **Combining Environmental Education, Children and Fun**

## Sample Social Posts

Tito Salas makes astronomy more fun for all ages! Away from the city lights on Sept 3-5 on the Colorado River, we'll show you the darkest skies and you'll learn all there is to know.

<http://www.centennialcanoe.com/destinations/?trip=262&river=16>

Get away from city lights to explore deep sky objects and magnificent canyons on a wilderness river canoe trip. Take part in an Astronomy class if you want, too!

<http://www.centennialcanoe.com/destinations/?trip=184&river=16>

With our Denver Museum, Western History & Storytelling trip on the Gunnison River, you'll realize that despite all of the beauty around you, there are stories you can not see that are just as interesting.

<http://www.centennialcanoe.com/destinations/?trip=247&river=2>

**GENERAL**

"We would strongly recommend your trip to anyone looking for a great trip."

*Mary Joyce & Al Fink, Fort Collins, CO*

**FOOD**

"The food was incredible and far exceeded my expectations. Everything about the trip was perfection! Several of us are planning a trip for next summer. Great experience."

*Sandy Johnson, Berthoud, CO*

**OUR CLIENTS INCLUDE**

"Centennial has outfitted a number of our Oberlin College alumni trips. I've been on a couple of these myself and can attest that they're incredibly enjoyable and that our alumni have a great time."

*Danielle Young, Executive Director, Oberlin Alumni Association*