



James River Days

James River Days is a seven-month (April-October) offering of activities on, along and about the James River. Thousands of brochures are distributed throughout the region. James River Days is a project sponsored by the James River Advisory Council, JRAC.

EVENT SUBMISSION CRITERIA

- All events must be related to the James River and open to the general public.
- Each event submittal must include: event name, specific beginning and end dates and/or times, a brief description (**35 words maximum**), location, sponsor(s), any fees and contact information for the public (including phone number and e-mail address).
- Each event must include contact information (name, phone, email) for the individual responsible for tracking/submitting attendance figures to JRAC.
- All events should be sponsored by a recognized organization(s).
- The James River Advisory Council reserves the right to review, edit and/or refuse any event submitted.
- **Submissions must be received online by Friday, Dec. 16**, to the James River Days information coordinator.

HOW TO SUBMIT EVENT INFORMATION

- **The following information is required for each submission:**

- Name of event
- Day(s) of week
- Date(s) and time(s)
- Description of event (**35 word maximum**)
- Location of event
- Fee (if required)
- Sponsor(s)
- Phone number for the public
- Web site or e-mail for the public
- Focus of activity: educational, environmental, historical, social, recreational
- Contact information (name, phone number and e-mail address) for individual responsible for tracking/submitting attendance figures to JRAC.

SAMPLE SUBMISSION

Sat., April 28 Native American Experience: Help Make a Dugout Canoe

Kids take a short hike to learn how Native Americans used natural resources, then try chipping out a dugout canoe! (Parental permission required.) Meet at Reedy Creek parking lot, 4001 Riverside Drive, 9 - 11 a.m. \$5. **(Map-H)** Sponsor: Richmond Parks, Recreation & Community Facilities' James River Park System, (804) 646-6446, Ralph.White@RichmondGov.com

- **The preferred method of event submission is by registering online at** jrac-va.org. Events may also be submitted via e-mail or mail to the information coordinator listed below by **Friday, Dec. 16, 2011**.
- Submitted photos will be considered for the brochure. Photos must be labeled and have written permission for use.
- JRAC would like historic information about the James River, and in particular, the location of your event on the river. If you have any information, please provide that information separately by mail or e-mail.

RESPONSIBILITIES OF SPONSORING ORGANIZATIONS

- Provide contact information (name, phone number and e-mail address) for individual responsible for **tracking/submitting attendance** figures to JRAC within 30 days of the event.
- As a partner in the James River Days brochure, JRAC requests
 - a link to the JRAC Web site jamesriveradvisorycouncil.com, from your organization's site.
 - distribution of the James River Days brochures at your points of contact.

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