

PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact: Town Manager Gayle Mabery
Gayle.Mabery@clarkdale.az.gov

Phone: (928) 639-2415
Fax: (928) 639-2409

Clarkdale Dedicates New River Signage

Clarkdale, AZ (March 31, 2017) – The Town of Clarkdale celebrated the installation of the first in a series of coordinated signage projects scheduled for river access points throughout the Verde Valley. Working in partnership with the National Park Service’s Rivers, Trails and Conservation Assistance Program, representatives from agencies across the Verde Valley worked together to design signage and messaging to promote safety, education, and respect for private property and natural resources among river users in the Verde Valley. The new signage also includes a map of all the public river access points (often referred to as the “String of Pearls”) along the Verde River from the Lower TAPCO RAP in Clarkdale to Beasley Flat in Camp Verde, with estimates of the time that it takes to kayak between points, and warnings about sections of the river that are not suitable for novice or unfamiliar boaters.

According to Clarkdale Town Manager Gayle Mabery, who worked with the sign group on the project, “Developing common messaging on the signs with various local, state and federal land managers, all of whom have varying regulations on the lands that they manage, was a challenge. True to form of the collaboration exhibited in the Verde Front, everyone worked together well, and ended up with signage that is not only visually appealing, but a bit playful in its messaging.” Quips that you’ll find on the sign include things like:

- Cell Service is intermittent on the river! The only think you might get in touch with is nature.
- Stay hydrated! It’s the only drinking game you should play on the river.
- Wear a lifejacket. They float ... you don’t!

There are more pointed messages as well:

- River conditions can change rapidly during/after a flood. Check daily conditions reports, and watch for rising water. Be aware of branches and other hazards that can trap you!
- No lifeguard. This river is not patrolled! Be prepared to rescue yourself and others in an accident occurs.

- Consult maps in advance and watch for private property signage. Honor our community by avoiding private property.

One of the partners on the project, the Town of Camp Verde, is looking forward to signage at one of their sites in the near future. “This is yet another example of the good things that come from regional cooperation. Congrats to Clarkdale, once again, on their leadership. Camp Verde’s first sign should be coming to Rezzonico Park...soon.” Steve Ayers, Economic Development Director, Camp Verde

River enthusiasts and Clarkdale representatives gathered at the Lower TAPCO River Access Point (3400 Sycamore Canyon Road, Clarkdale) on March 25th to officially dedicate the new signage.

###

The Verde Front began in 2008, and is focused on sustainable outdoor recreation on the Verde River, its tributaries, and the surrounding Verde Valley uplands from the Sycamore Creek/Verde River confluence downstream to Beasley Flat, the gateway to the Wild and Scenic stretch of the Verde River.

The mission of the Verde Front is “Citizens, organizations, agencies, and local governments collaborate to protect ecosystem health, natural and cultural resources, and promote robust economies in the cities and towns of the Verde Valley, with emphasis on well—managed recreation, education, and restoration that sustainably connect to the land.”

