



“Last DAM Summer” Fundraising Campaign Launched To Benefit River Run Project Downtown

Next phase of development at RiverScape MetroPark is signature project of Greater Downtown Dayton Plan.

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Dayton, July 10, 2012 — The Dayton community is invited to make sure it's the Last DAM Summer downtown.

This is the last summer the low dam in the Great Miami River downtown will stand in the way of kayakers and other water enthusiasts. Plans for the River Run project call for a dangerous low dam in the river to be removed next year, opening a seven-mile stretch from Eastwood MetroPark to Carillon Park to paddlers. In place of the dam, two smaller drops will be installed upstream. These peninsulas will span the river and be notched with two openings where water will pass, including an easy pass-through for novice paddlers and a more challenging route for skilled paddlers.

However, funds are still needed to take the River Run project over the top. The public and private sectors — including businesses, foundations and individuals — have contributed a combined \$3.8 million to date to support the \$4 million project, the next phase of development at RiverScape MetroPark.

Now, the public is invited to participate by giving a DAM about the River Run project by making a tax-deductible donation in any amount. To do so, visit www.downtowndayton.org and **click on “Support the River Run project”** or call the Downtown Dayton Partnership at 937-224-1518 to receive a contribution form.

Those who make donations of \$100 or more will receive an exclusive Last DAM Summer T-shirt. Everyone who likes the [Last DAM Summer Facebook page](#) will be entered in a drawing to win a Dagger kayak donated by Subaru and our local Dayton area Subaru dealers. The DAM lucky winner will be selected at the end of the campaign in September. In addition, Whitewater Warehouse has donated a Perception Prodigy 10 kayak and will be selling raffle tickets to win this kayak at Ride the River Rentals and other events throughout the summer.

“Rivers always have been the lifeblood of great cities,” said Dr. Michael Ervin, co-chair of the Greater Downtown Dayton Plan and Downtown Dayton Partnership. “RiverScape MetroPark has been so successful in bringing people to the river. Now, River Run will get people *into* the river. And it is only the first step in a comprehensive plan for future river development in our community. After we finish this project, we plan to look at further development of the entire length of our downtown river.”

The River Run project will create a regional recreation destination that also will allow people to fish, sunbathe and enjoy the river downtown. Construction is expected to begin in 2013, with completion in 2014. The remainder of this year will be spent finalizing designs, engineering and the permitting process. Fundraising for RiverScape River Run began last summer with a \$1 million challenge grant from the James M. Cox Foundation.

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RiverScape River Run is the signature project of the [Greater Downtown Dayton Plan](#), a multipronged economic development initiative and strategic blueprint for Dayton's center city. Greater Downtown is one of two regional centers of economic activity for the Dayton region, with approximately \$5 billion a year in regional economic impact. A vibrant, thriving center city is crucial to the prosperity of the City of Dayton and Dayton region. The Greater Downtown Dayton Plan calls for building on downtown's strengths to create the type of vibrant, bustling city increasingly in demand today and to attract the young, talented workforce needed to propel Dayton's economy.

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