

## FOR IMMEDIATE RELEASE

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### **The Riverhouse Hotel & Convention Center welcomed one of the largest conferences in the company's history**

**Bend, OR – October 28, 2010** – The Riverhouse Hotel & Convention Center was the host site for the Pacific Northwest Clean Water Association (PNCWA) Annual Conference and Exhibition, an event which was held in their facilities October 24<sup>th</sup> – October 27<sup>th</sup>.

This conference hosted approximately 700 attendees per day over the four day event from across the Pacific Northwest, translating to over \$825,000 in estimated economic impact for the area. It was one of the largest conferences held at The Riverhouse to date since the state-of-the-art Convention Center first opened at the end of 2006.

“We were thrilled to welcome this group to the Central Oregon area, especially during a historically slower season,” stated Rocky Adrianson, Hotel Manager at The Riverhouse. “Business like this is good for the whole area as it not only creates revenue for us and positively affects overnight stays at other lodging properties, but also translates into ancillary spend at many other local businesses. This was the vision The Purcell Family had in mind when building the Convention Center and we are excited to see the community is feeling the positive effects from this asset.”

The PNCWA's annual conference is the largest and most highly regarded Water Quality Conference in the Pacific Northwest and was only one of many substantial pieces of group business brought to the area by The Riverhouse during this shoulder season. Other groups included the Oregon Restaurant & Lodging Association conference and the Miss Oregon USA and Miss Teen Oregon USA Pageants, which have also helped bolster the local economy over the past month.

“As we prepare to welcome our first national convention during The Association of National Park Rangers conference this coming week, we hope to continue the trend of bringing a high volume of new visitors to the Bend area at traditionally slower times of the year,” stated Adrianson.

For additional information please contact The Riverhouse Hotel & Convention Center: Erin Woods at 541-617-7174 or Rocky Adrianson at 541-617-7176.

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*The Riverhouse Hotel & Convention Center is the only full service hotel in Bend, Oregon. The state-of-the-art convention center includes over 30,000 sq. ft. of meeting space and has earned the distinguished LEED Silver certification from the U.S. Green Building Council. The building is located on the banks of the Deschutes River and can accommodate very large conferences with concurrent meetings, meals, tradeshow and breakout sessions. Visit us online at [www.riverhouse.com](http://www.riverhouse.com)*