

FOR IMMEDIATE RELEASE

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21st Annual Head of Genesee Regatta Takes Place and the Corporate Challenge Returns!

ROCHESTER, N.Y. – The **Head of Genesee Regatta** is back again and bigger than ever! The event will be held on the **Genesee River, Saturday and Sunday, October 10th and 11th 2009**. Spectators will not want to miss coming out this weekend for competitive rowing and sculling races featuring high school, masters and college crews.

Come see all the excitement on Saturday with various clubs from the Northeast and local high school clubs rowing. Then the rowing continues on Sunday where top men's crews from Brown University return to defend there 2008 victories and the women's teams from Syracuse, Buffalo and Cornell University compete for New York Division I bragging rights. Sunday's racing will feature RIT, the University of Rochester, Ithaca, Hobart, William Smith, St. Lawrence and many others.

Crews will launch from the Genesee Waterways Center on the west bank of the river. Spectators can watch the Regatta from Genesee Valley Park between Elmwood and the Erie Canal.

Any and all corporations wishing to participate Saturday October 10th in the Corporate Challenge must commit to the event by August 15th. Each corporation will be teamed with one of the local rowing clubs or universities for access to boats, coaching and training sessions between August 15th and prior to October 10th. For more information contact Tim Giarrusso about how to get in on the Corporate Challenge at 585-737-0069

The Head of the Genesee Regatta will again attract thousands of people to celebrate the outdoors and sport of rowing during the Rochester River Romance weekend celebration. It is sure to be an enjoyable weekend for all!

For more information, please visit www.regattacentral.com.

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