

For Immediate Release:

SUSQUEHANNA  
NATIONAL HERITAGE AREA

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## RIVERFEST June 27, 28 & 29

Head to the Susquehanna for Riverfest on June 27-29, 2025! Susquehanna National Heritage Area (NHA) and Rivertownes PA, USA have partnered to commemorate the Civil War burning of the world's longest covered bridge. In June 1863, Confederate forces marched into Pennsylvania and spread across south central counties, raiding and sacking small towns. Columbia and Wrightsville joined together to protect Lancaster from the same fate. After a short battle, outnumbered Union troops and local volunteers set the wooden covered bridge that crossed the Susquehanna River ablaze. This act stopped the Confederates cold. They retreated west to a location in Adams County and, just two days later, that Army battled Union forces in the Battle of Gettysburg.



Conquer the Bridge Burner Challenge Run & Paddle Race, a multi-sport race tracing the paths of the 1863 bridge burners. Riverfest is a weekend-long celebration of our river towns' heritage and recreation. Susquehanna NHA, Rivertownes PA USA, and our heritage partners have created a range of experiences that tell the amazing stories of our past. Learn about the burning of the bridge story through several different heritage walks, talks, and trolley tours! Thanks to our heritage partners. Check out all the recreational trails that meander through our historic industrial landscape at the River Expo. Looking to discover on your own? Discover self-guided adventure options from Columbia Crossing River Trails Center. There are over 100 miles of trails, 10 scenic overlooks, and over 2 dozen heritage sites in the Susquehanna National Heritage Area.

SNHA invites our community members to get involved with Riverfest now! Athletes are welcome to rise to the challenge and sign up for the Bridge Burner Challenge today. Racers receive a finishers medal and t-shirt to show off their win! Save big on race fee with early race registration before May 1, 2025. Race registration is available online. Volunteers are welcome to join us to help racers and provide other event support. **Get involved in Riverfest Weekend! Visit [riverfestpa.com](http://riverfestpa.com) to sign up to be a part of Riverfest Weekend.**

There's still an opportunity for our local businesses to be involved through sponsorship of this event. Sponsors have special access to event experiences and support all our heritage partners. Check out sponsor information below. Show your support for the amazing history of our river region!

Questions or press inquiries: Megan Salvatore 717-449-5607, [msalvatore@susqnha.org](mailto:msalvatore@susqnha.org)



# RIVERFEST

PAST.PRESENT.FOREVER.

**JUNE 27 – 29, 2025**

**COLUMBIA & WRIGHTSVILLE, PENNSYLVANIA**

Riverfest commemorates the burning of the Columbia-Wrightsville Bridge during the Civil War. On the last Sunday in June 1863, locals prevented Confederate troops from crossing the river and moving toward Harrisburg or Philadelphia by burning the longest covered bridge in the country. Confederate troops were forced to turn back and just three days later the Battle of Gettysburg erupted.

Riverfront activities will take place to celebrate the Susquehanna River’s place in America’s history; showcase our river’s recreation opportunities; and learn how to protect the river for generations to come. Events include the Bridge Burner Run & Kayak Race, Recreation Expo, Ignite Live Music Concert, & Lighting of the Bridge Piers! The following sponsor opportunities exist for those that would like to help river towns economy grow through recreational and heritage tourism. Proceeds benefit Susquehanna National Heritage Area (SNHA) and heritage partners in the river corridor.

RIVERFEST SPONSOR BENEFITS	<b>INFERNO</b> \$1,500+ 3 available	<b>BLAZE</b> \$800+ 6 available	<b>FLAME</b> \$500+ 8 available	<b>SPARK</b> \$250
<b>PRE-EVENT RECOGNITION</b>				
Social Media Promotion (Facebook & Instagram)	🔥	🔥	🔥	🔥
Website Presence	🔥	🔥	🔥	🔥
Email Blasts	🔥	🔥	🔥	
Press Release	🔥	🔥	🔥	
Event Flyer	🔥 logo	🔥 name		
Logo on Race Advertisements	🔥			
<b>ON-SITE RECOGNITION</b>				
Verbal acknowledgement at race and concert	🔥			
Logo on Event Banner (6' x 10')	🔥 large logo	🔥 name	🔥 name	
Logo on Back of Event T-Shirt	🔥 large logo	🔥 name		
Promotional Material in Race Packet	🔥	🔥	🔥	🔥
10 x 10 Vendor Space	🔥	🔥	🔥	🔥
<b>POST-EVENT RECOGNITION</b>				
SNHA Newsletter & Web Blog	🔥	🔥		
Thank You Email Blast	🔥	🔥	🔥	🔥

## Yes, I want to sponsor Riverfest!

- Inferno Sponsor \$1,500+       Blaze Sponsor \$800+  
 Flame Sponsor at \$500+       Spark Sponsor \$250  
 Riverfest Donation \$\_\_\_\_\_

To maximize recognition and ensure all sponsor benefits are received, please return this form as soon as possible.

- Check enclosed     Credit Card (by Phone)       Please send invoice

Name of Sponsor: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Telephone: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

Vendor Space:  Race Site (Columbia/Saturday)     Concert Site (Wrightsville/Sunday)

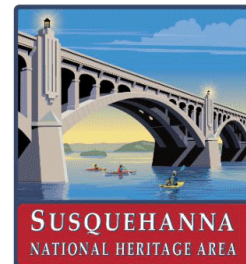


**Susquehanna NHA is a 501(c)(3) non-profit organization.**

Have more ideas on how to support Riverfest?

Contact: Megan Salvatore, [msalvatore@SusqNHA.org](mailto:msalvatore@SusqNHA.org)

Susquehanna Heritage  
1706 Long Level Road  
Wrightsville, PA 17368





# SUSQUEHANNA NATIONAL HERITAGE AREA BRIDGE BURNER RUN & PADDLE CHALLENGE

Saturday, June 28<sup>th</sup> – 9 AM – Columbia, PA

Riverfest commemorates the burning of the Columbia-Wrightsville Bridge during the Civil War. Race proceeds benefit Susquehanna National Heritage Area (SNHA). Check out all the Riverfest activities at [RiverfestPA.com](http://RiverfestPA.com).

**Run & Paddle Course:** Race to burn the bridge before the Confederates cross! Run from Columbia River Park at the bridge entrance up the Northwest Lancaster County River Trail to the Iron Furnaces (1.75 Miles). Collect all your 'dynamite' (race baton) you'll need and race back to the River Park (1.75 Miles). Board your kayak and paddle across the Susquehanna north of the Covered Bridge Piers (1.25 Miles). Once across drop off the 'dynamite' (race baton) and paddle back on the south side of the Veteran's Memorial Bridge to Columbia River Park (1.25 miles). **NO real fires/dynamite during race. This is a wheeled course. Run portion of the race is mixed sidewalk and paved trail. There is also a railroad crossing on the course.**

**Location & Race Timeline:** Columbia Crossing 41 Walnut Street, Columbia, PA 17512. Center is located off the Columbia Exit for Route 30; at the intersection of Walnut Street and Front Street (Route 441). Bib pick up is between 10 AM and 5 PM on June 26<sup>th</sup> & 27<sup>th</sup> or beginning at 8:00 AM, Saturday, June 28<sup>th</sup>. Meet at Columbia River Park pavilion for a safety meeting by 8:30 AM. Race begins at 9 AM.

**Cancellation Policy:** This event is held rain or shine. In the event of severe weather or dangerous river conditions, we may delay the start until conditions improve or we reserve the right to transition the race to a run-only event. All entrants' fees are considered and appreciated as donations to Susquehanna NHA.

**Kayak/Stand Up Paddleboard (SUP) Information:** Registrants can provide their own canoe, kayak, SUP or rent one from a local outfitter like Chiques Rock Outfitters ([chiquesrockoutfitters.net](http://chiquesrockoutfitters.net)) or Susquehanna SUP ([susquehannasup.com](http://susquehannasup.com)). Columbia River Park is a PA Fish & Boat Commission-regulated launch so paddleboats must have an unpowered boat launch permit. Visit [www.fishandboat.com](http://www.fishandboat.com) to purchase the necessary permit. All participants are required to wear a US Coast Guard Approved PFD during the paddling leg and must be equipped with a whistle. Participants must be 16 years and older.

**Timing and Awards:** Split timing for the running and paddle legs will be provided by Pretzel City Sports. Results will be posted within 48 hours at [www.PretzelCitySports.com](http://www.PretzelCitySports.com).

**ENTRY FEE: includes finisher medal and one t-shirt! Late registrants may not receive desired size.**

<p><b>Run/Paddle – BYOBoat:</b> \$55 by May 1. After that and race day: \$65</p> <p><b>Run/Paddle w/ Boat Rental:</b> \$80 by May 1. Until sold out: \$90</p>	<p><b>Paddle Only:</b> \$35 by May 1. After that and race day: \$40</p> <p><b>Paddle Only w/ Boat Rental:</b> \$60 by May 1. Until sold out: \$65</p>	<p><b>Run Only:</b> \$35 by May 1. After that and race day: \$40</p>
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Questions: Call Columbia Crossing at 717-449-5607 or email [info@columbiacrossing.org](mailto:info@columbiacrossing.org)

First Name \_\_\_\_\_

Last Name \_\_\_\_\_

Race Option: Run Only  Paddle Only  Run/Paddle

Boat Rental: Kayak  SUP  No Rental/BYOBoat

Home Address \_\_\_\_\_

\_\_\_\_\_

Sex: M F Shirt Size (circle one): XS S M L XL 2XL

Phone: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

Email \_\_\_\_\_ Age (on race day) \_\_\_\_\_

**WAIVER/RELEASE:** I hereby waive all claims against the race director, race officials and volunteers, any and all sponsors including, but not limited to Susquehanna National Heritage Area and Pretzel City Sports and those in their employ, the Borough of Columbia and County of Lancaster, and all their representatives and successors from any injury or liability I might suffer in this event. I attest that I am physically fit and prepared for this event. I assume all risks associated with participating in this event including, but not limited to: falls; contact with other participants; the effects of the weather, including high heat and/or humidity; and the condition of the road/river; all such risks being known and appreciated by me. I grant full permission for organizers to use my name and or pictures in legitimate accounts and promotions of this event.

signature \_\_\_\_\_  
date \_\_\_\_/\_\_\_\_/\_\_\_\_

Payment: Cash, Check, & Money Order made to Susquehanna NHA can be mailed to 1706 Long Level Road, Wrightsville, PA 17368 or dropped off at Columbia Crossing.

Online Registration Available at:

[www.RiverfestPA.com](http://www.RiverfestPA.com) or [www.PretzelCitySports.com](http://www.PretzelCitySports.com)