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FOR IMMEDIATE RELEASE

RIVERS OF RECOVERY HONORED TO WELCOME ACCOMPLISHED NEW MEMBERS TO BOARD

Jackson, WY—Increased organizational momentum due to recent successes in Washington, DC, and excitement around a growing understanding of the financial and medical effectiveness of Rivers of Recovery has brought three new experienced advocates to the Rivers of Recovery Board of Directors.

Rivers of Recovery is proud to announce that Liz Cheney, Jeff Crane and Nick Seifert will join the existing board to guide and lead the organization as it enters its biggest year yet, increasing the number of veterans included in the unique program from around 200 in 2011 to 500 in 2012, and expanding their reach to host trips in Wyoming, Utah and Arkansas.

“We are honored to welcome Liz, Jeff and Nick. Their eagerness to join Rivers of Recovery as we bring effective treatment to our country’s veterans is significant because it shows people are taking note and stepping up to support alternative modalities of treatment,” Founder and Executive Director, Dan T. Cook, shared. “We’ve spent quite a bit of time building awareness nationally, meeting with various government and industry leaders, educating them on the work we have done for veterans’ rehabilitation, and it’s truly paying off. We have three new incredibly experienced and accomplished leaders to welcome to our team.”

Liz Cheney joins Rivers of Recovery with an extensive background in government affairs, including experience within the State Department as Deputy Assistant Secretary of State for Near Eastern Affairs and Principal Deputy Assistant Secretary of State for Near Eastern Affairs, leadership and advocacy in the political arena, and creation of the non-profit organization, Keep America Safe. Cheney is an active member of the International Board of Advisors at the University of Wyoming, and grew up fishing the rivers and streams in her home state of Wyoming. Drawing upon this, as well as years of public service and dedication to our armed forces, Cheney will play an integral role in guiding Rivers of Recovery’s efforts in Wyoming and nationally.

Another important addition to the leadership team is Jeff Crane of the Congressional Sportsmen’s Foundation. Crane brings 20 years of experience in natural resource management and governmental policy at the federal, state and international levels. An avid sportsman, he is a member and previous Chairman for the American Wildlife Conservation Partners, is the only person to sit on both the Sporting Conservation Council, where he was Vice Chairman, and the Sport Fishing & Boating Partnership Council, and is a member for the Government Affairs Committee for Safari Club International and the Hunting and Wildlife Conservation Committee for the National Rifle Association. Crane will assist Rivers of Recovery in our continued effort to strengthen key relationships on Capitol Hill and beyond.

Joining Cheney and Crane is Nick Seifert, a leading media professional with more than 20 years experience in the outdoor, sportsman advocacy and conservation arenas. Most recently, Seifert was Chief Development Officer and Partner of Fischer Productions, which created eight successful television series for ESPN, National Geographic Channel, Outdoor Channel and Sportsman Channel, earning 10 Emmy Awards and four Telly Awards. Before joining Fischer Productions, Seifert was Vice President, Advertising and Sponsorship Sales for ESPN Outdoors, and held leadership positions with Field & Stream and Outdoor Life magazines. A true sportsman, Seifert values the significant impact involvement in outdoor recreation has on participants.

Rivers of Recovery is an innovative, national non-profit that utilizes outdoor-based activities to effectively treat symptoms of post-traumatic stress, depression and anxiety in Iraq and Afghanistan combat veterans. The organization has achieved national media attention for its unique programs and results-driven treatments, which combine outdoor activities such as fishing, kayaking and rafting with a medically-designed curriculum of therapeutic techniques. Thanks to philanthropic contributions from individuals and organizations, Rivers of Recovery is able to provide their rehabilitation programs at no cost to participants.

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For more information on Rivers of Recovery, please visit www.riversofrecovery.org or contact Kendra Rounding at kendra@riversofrecovery.org.