



FOR IMMEDIATE RELEASE

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HEADLINE:

Thanksgiving is the busiest holiday weekend at the Imperial Sand Dunes;
Safety and Litter Campaigns continue

BODY COPY:

The upcoming 2007 Thanksgiving season promises to exceed previous usage in the Imperial Sand Dunes Recreation Area (ISDRA). With increased usage comes increased enforcement and safety related issues. "Think safety and dune smart as you idle through camps" says Gene Elwell, ASA Member and long time duner. "Dune users really have to slow down around camps to 15 mph. It is simply too crowded and dangerous to be going any faster. Law enforcement will be enforcing the speed limit and DUI laws." says Elwell.

The American Sand Association (ASA) introduced its "Time Out For Safety" DVD which can be ordered for free from the ASA web-site. The DVD is targeted at all levels of users, covering the basic rules, duning techniques, emergency contact information and "Tread Lightly" principles. While injuries can occur it is our goal to reduce serious injuries with the production and distribution of the "Time Out For Safety" DVD.

The Bureau of Land Management (BLM) has introduced the "Take It Outside" program, targeted at young duners. The program is built around trading cards, which will be distributed by Law Enforcement Officers (LEO), EMTs and Rangers at the Imperial Sand Dunes Recreation Area (ISDRA). The idea behind the program is to encourage responsible land use and safe riding practices among the newest duners. The program was developed internally by the BLM staff at the El Centro Field Office.

In an effort to keep our dunes clean, various Clean-Ups will be conducted throughout the dune season. Last season, these Clean-Ups had unprecedented participation, which is a sign that increased popularity in our sport brings with it an increased awareness in responsible dune use. While the BLM furnishes trash receptacles at all major staging areas, the ASA encourages the continued practice of "Pack It In, Pack It Out."

The Piersons Milk Vetch, the subject of recent lawsuits and closures, continues to do well throughout the dunes. The recent studies point to rainfall as the primary factor in the plant's life cycle. The ASA supports the delisting of the Piersons Milk Vetch as a threatened species.

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About the American Sand Association

The American Sand Association is a non-profit organization of approximately 30,500 members dedicated to preserving the use of public lands for sand sport enthusiasts' use, improving OHV safety and promoting responsible land use. Some local sand sport areas include the Imperial Sand Dunes, Oceano Dunes (Pismo Beach) and Dumont Dunes in California, Sand Mountain in Nevada and Hotwell Dunes in Arizona. The ASA is an all-volunteer organization with no paid staff. We rely on the financial support of sand sport enthusiasts and small businesses. Most of the members are family-oriented, have a rich family history going back for generations enjoying the sand sport; and most have a significant financial investment in their equipment, gear and campers. Additional information can be found on our web site at <www.americansandassociation.org>.