



ALABAMA BETA 2022: HOT, WET, BAMA SUMMER

WHEN:

July 15-17, 2022

WHERE:

The Coosa River Basin

Friday Night Social @ Coldwater Brewpub in Anniston, AL

Saturday Night Campout @ Cherokee Rock Village in Leesburg, AL

Sunday Awards @ Back Forty Beer Company in Gadsden, AL

WHAT:

The Alabama Beta is an event series and resource hub based in central Alabama built for a community of outdoor-minded people seeking adventure and supporting local conservation efforts. Participants will “Choose Your Own Adventure,” meaning we will provide ample opportunities for all walks of life to have a great time in the woods and on the water.

This year’s event is WET & WILD. We’re partnering with Coosa Riverkeeper, a local river conservation non-profit working to protect, restore, and promote the Coosa River and its tributaries in Alabama. All of the objectives are centered around getting into the many wild places and wet spaces in the Coosa River basin. Whether you’re a hiker, climber, kayaker, or conservation enthusiast, we’ve got an objective for you. We’ll have you chasing waterfalls and exploring the rivers and lakes that you’re used to in no time. Imagine the best of summer camp, hanging out with your friends on the trail or basking in the sun, all while exploring the best outdoor activities that the Coosa River basin has to offer.

Each objective is weighed based on its level of difficulty and/or impact on the surrounding natural world. Your team of 1-5 has roughly 40 hours to complete as many objectives as possible to win awesome gear and a hand painted paddle from Hank’s Bait Shop. Teams score points by uploading photos and videos to Instagram with specific hashtags when they complete each objective. We want to get you outside, exploring, and building community all FOR the river.

Sample Objectives in the Neely Henry Area:

4 points: SUP or Climb Gadrock*

1 point: Beer at Back40

2 points: Noccalula trail or waterfall

2 points: Swim at Hokes Bluff Mill Pond

4 points: Paddle Big Wills Outfitters*

3 points: Boulder at Horse Pens 40

4 points: Paddle Big Canoe Creek Outfitters*

1 point: Hushpuppies at Top O’ the River in Gadsden

www.thealabamabeta.com