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Oklahoma River Cruises Kicks Off 2010 Season **Third Season Features More Entertainment Options for Passengers**

Oklahoma River Cruises announces the kickoff of the 2010 season this week. An additional landing area at Exchange Avenue, a diverse line-up of themed cruises and new fares offer passengers more entertainment options in the river cruises' third year of operation. Fares now start at \$6 per adult and \$3 for children ages six and older and seniors over 60.

"The new choices this season will appeal to passengers who've previously cruised the Oklahoma River as well as those coming aboard for their first excursion," said Jeanne Smith, River Transit Manager for the Central Oklahoma Transportation and Parking Authority (COPTA). "Passengers can pick from public cruises, romantic sunset cruises, and a variety of family-friendly themed cruises. Our private cruises are popular for special occasions, celebrations and corporate outings."

Public cruises are Wednesday through Sunday, now through November. Fares and departure times from Regatta Park, and the Exchange and Meridian landings are listed on the website at okrivercruises.com. "To ensure passengers book their desired departure time, we recommend they use our online ticket purchase," Smith said. "Our public cruises can sell out very quickly."

Sunset Cruises are available every Friday and Saturday, starting April 23 through October 30. Fares for the evening trip start at \$29 per person. Live musical entertainment is the highlight of the Sunday Sensations LIVE! Cruises for \$19 per person.

Themes include Saturday Morning Cartoon Cruises that feature Classic Cartoons and Cracker Jacks, and History Comes Alive Cruises where character actors re-enact Oklahoma History. Normal fares apply for both cruises. The 90-minute Cattleman's Cruise is \$20 per person and includes a \$10 gift certificate to Cattleman's Steakhouse.

Since its launch in April 2008, thousands of passengers have toured the scenic seven-mile stretch of the Oklahoma River on the climate-controlled 65 foot cruisers. Cruises board at Regatta Park (701 S. Lincoln Blvd.), Meridian Landing (SW15 and Meridian) and the new Exchange Landing (1503 Exchange, one mile north of Stockyards City.)

For more information about cruise themes, times, fares, departure locations and parking, visit okrivercruises.com.

About Oklahoma River Cruises

The Oklahoma River Cruises are METRO Transit's newest service line. METRO Transit, a division of the Central Oklahoma Transportation and Parking Authority (COTPA), serves as Central Oklahoma's public transportation agency. COTPA, a public trust administered by the City of Oklahoma City, is responsible for providing downtown parking alternatives and safe, efficient and convenient public transportation to the citizens of the greater Oklahoma City metropolitan area.

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