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This Week's Motivational Quote

"Whatever the mind of man can conceive and believe, it can achieve."

-Napoleon Hill, Author & Self-Help Guru

[If you're motivated to book a hotel room, click here!](#)



Weekly Contest

Last Week's Question:

In a survey of 634 hotels in Oregon, their average occupancy percentage for 2007 year-to-date is 54.3%. Of the 65 Eugene-area hotels reporting data, what do you think the average occupancy percentage in Eugene is year-to-date through June?

Last Week's Answer:

62.3% (This number is almost 10% less than it was last year through six months!)

Congratulations to Terri Suguitan of Datalogic Scanning, Inc. for winning last week's contest. Terri was the closest with a guess of 62.4%. Terri wins Sunday Brunch for 2 in SweetWaters on the River.

Every week we give our subscribers a chance to win GREAT prizes from Valley River Inn. To enter, simply click on the link below and complete the form. The submission closest to the actual answer wins! If there is a tie, we will randomly draw a winner.

Deadline to Enter:

Sunday, August 5th @ 10AM

GOOD LUCK!

THIS WEEK'S PRIZE:

\$10 Starbucks Gift Card & \$10 Jamba Juice Gift Card

THIS WEEK'S QUESTION:

What national event will be held in Eugene this week next year (2008)?



[Click Here To Enter](#)

CHEF'S CORNER - OceanBleu Seafoods Partners with SweetWaters on the River

Chef Michael Thieme announced today that SweetWaters on the River has partnered with OceanBleu Seafoods LLC of Newport, Oregon.

OceanBleu Seafoods provides wild caught, fresh seafood landed in Yaquina Bay, off the coast of Newport. OceanBleu Seafoods participates in sustainable fishing methods and does not offer farmed or drag caught fish.

Added Chef Thieme, "In addition, OceanBleu Seafoods further ensures the quality of their product by hand-delivering our orders to us directly from the fishing vessels."

Some of the seafood being brought into SweetWaters on the River from OceanBleu Seafoods currently include:

Albacore Tuna
Chinook King Salmon
Halibut
Rock Fish
Ling Cod

The seafood will change with the seasons and our menu will reflect these changes.

Make your reservation today for the freshest seafood in Eugene and help to support the sustainable fishing industry!

[Click Here To Visit SweetWaters on the River](#)



Upcoming Area Events

There's always something going on in Eugene so here's a small sampling of things going on in the area over the next few months. Why not make it a mini vacation and stay with Valley River Inn while you attend these events?!

August 1 - August 11
Oregon Festival of American Music 2007 – "Richard Rodgers"

4 - 11 p.m.

Hult Center for the Performing Arts, Eugene
Dick Hyman joins the Oregon Festival of American Music for an eclectic, thematically-designed festival that celebrates a broad range of American musical genres with emphasis on jazz, classical and historic popular song. Featuring the music of composer Richard Rodgers and the musical "South Pacific".

Cost: Free to \$50

For more information, call: (541) 687-6526

August 4
5th Annual Animal House Celebration



Trailhead Park, Cottage Grove
Experience the antics of the movie "National Lampoon's Animal House." Cheer on the parade and join the World's Largest Toga Party – it is fun for all.
For more information, call: (541) 515-2405

August 5
Blackberry bRamble

First ride starts at 7a.m.
Eugene Water & Electric Board's Plaza, Eugene
We have 4 beautiful ride options: Wolf Creek Century - 100 miles with a strenuous climb and exciting descent, Poodle Creek Metric Century – 64 miles with moderate rollers, Coyote Creek Mini Century – 43 miles and the Family Ride – around 20 miles.
Blackberry pie awaits all riders at the finish to top off a wonderful day of scenery, cycling and camaraderie of both nature and fellow cyclists.
Cost: \$20 if postmarked by July 17th; \$25 after July 17th or day of Ride; \$15 for the Family Ride

August 9 - August 12
Junction City Scandinavian Festival

10 a.m. - 10 p.m.
Downtown Junction City, Junction City
Since 1961, Junction City residents have been celebrating their Scandinavian heritage by transforming their city into a charming Old World town, offering cultural and entertainment activities. This four-day event is nationally recognized.
Cost: Free
For more information, call: (541) 998-9372

August 14 - August 19
Lane County Fair

10 a.m. - 11 p.m.
Lane Events Center, Home of the Lane County Fair, Eugene
Six days and six nights of family fun and entertainment. Come and enjoy one of the Northwest's finest fairs offering outstanding concerts, thrilling rides and exhibits showcasing Lane County's finest.
Cost: \$8 adults, \$6 children, Free for children 5 and yo
For more information, call: (541) 682-4292

September 1
Oregon Ducks vs. Houston at Autzen Stadium

Times: TBA
www.goducks.com
Location: Autzen Stadium
2727 Leo Harris Parkway; Eugene
Phone: (800) 932-3668
Admission: varies

September 7 - September 9
25th Annual Eugene Celebration
starts at 5 p.m. Friday - 6 p.m. Sunday

Downtown Eugene, Eugene

The Eugene Celebration is a magical time of year when we gather to celebrate community, renew friendships and reinforce our collective sense of why Eugene is such a special place. Spectacular visions, moving music, hearty laughter, enticing foods, unique artistry, family fun, talented entertainers and a zany parade highlight what's old, what's new, and what can be in making "The Celebration" a special experience and tradition

For more information, call: (541)681-4108

September 8 - September 15
Cycle Oregon

Times: various
www.cycleoregon.com
Phone: (503)287-0405

Cycle Oregon rides through Lane County this year! Cycle Oregon is: part scenic tour ... part test of will ... part chance to help preserve and protect all that is special out where the West is still Wild. Across 7 days and roughly 500 miles, Cycle Oregon is a ride, not a race.

September 10 - September 16
The 2007 Oregon Classic

Times: Check website for updates
<http://valleyriverinn1.c.topica.com/maahg7OabAge8aaaaacaehitiw/>
Location: Shadow Hills Country Club
92512 River Road; Junction City
Phone: 541-242-0677

It's all happening at the 2007 Oregon Classic, September 10-16, at Shadow Hills Country Club, just 10 minutes from Eugene. The event features former PGA Tour winners, Oregon Classic champions, and local players of interest, and has become one of the longest tenured events on the Tour. For 2007, Volunteers in Medicine will be the charitable beneficiary of the Oregon Classic.

September 15
Oregon Ducks vs. Fresno State at Autzen Stadium.

Times: TBA
www.goducks.com
Location: Autzen Stadium
2727 Leo Harris Parkway; Eugene
Phone: (800) 932-3668
Admission: varies

September 29
Oregon Ducks vs. California at Autzen Stadium

Times: TBA
www.goducks.com
Location: Autzen Stadium
2727 Leo Harris Parkway; Eugene
Phone: (800) 932-3668
Admission: varies

[Click Here for our Calendar of Events](#)

HOTEL NEWS - NEW WALKING/BIKE PATH

The City of Eugene is in the midst of a resurfacing project of the North Bank Path which passes in front of the hotel. Gone is the asphalt that had been deteriorating in recent years. Now the surface is a very aesthetically pleasing "Portland cement" concrete surface. The new surface is expected to last more than 20 years. A new railing system has been added as well.



The path is scheduled to be open for use August 1st, although there will still be some finishing and clean up work to be performed.

Come on by and check it out and while you're at it, stop by SweetWaters on the River and enjoy a quick meal or tasty beverage on our deck.

[Click here to learn more about the Valley River Inn](#)

Did You Know?

A Fun Tidbit Delivered Right To Your Email Inbox Every Week.

Did you know...

Tourism is the world's biggest industry, affecting 240 million jobs!

[Click Here To Visit Valley River Inn](#)



Coming in Next Week's Issue

- * Motivational Quote of the Week
- * Weekly Contest
- * Feature Article
- * Calendar of Events
- * Hotel News
- * Did You Know?

[Want to See An Earlier Newsletter? Click Here For our Newsletter Archive](#)

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