

THE HERITAGE OF SUNRISE

"ONE OF THE TRUE PIONEERS IN THE NICHE WORLD OF COMMERCIAL WILDERNESS RIVER TRAVEL" *Canoe*



GUIDES AT BASE 1974

This year celebrates
SUNRISE'S 38TH
YEAR in operation.
Established in 1973, as

SUNRISE COUNTY CANOE EXPEDITIONS, in the heart of Downeast Maine (adjoining the Canadian border) the company origins were as a traditional northwoods "Maine Guiding" outfit. We were "River Guides & Outfitters" long before the term "adventure travel" was ever even coined! Although our style still reflects our roots in that traditional "Maine Guide/canoe voyaging" heritage, we strive to incorporate the highest degree of contemporary paddlesport and expedition expertise with . . . an uncommonly wide range of intriguing and exciting wild river destinations.

In the 70's we ventured into **Eastern Canada**, the early 80's brought us to the **American Southwest**, and the late 80's were our heyday of pioneering **Arctic Rivers** - initiating many *first descents*. The 90's were our decade for exploring many unique and exciting **international rivers** - including many destinations typically overlooked by the river running community.

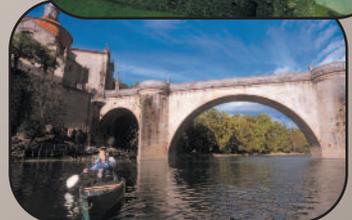
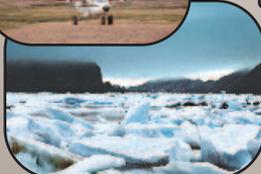
QUE. NORTH SHORE & LABRADOR RAILWAY - MOISIE RIVER 1979

Appealing to a select and discriminating clientele, Sunrise evolved into one of the **most unique and innovative resources in what is now the "outdoor adventure travel industry"**. . . recommended repeatedly by numerous national publications and media.

Over the years **SUNRISE COUNTY CANOE**, later **SUNRISE INTERNATIONAL**, produced literally **thousands of trips** - a legacy of adventure, innovation, and resourcefulness. Many of our **guides** have been associated with Sunrise for 15 - 30+ years, and include some of the **industry's leading veteran expedition professionals** - with a passion for their trade. Sunrise is known and respected - by both its clientele, and fellow outfitters for maintaining that uncommonly high commitment to **individualized service** which has characterized our operation since its earliest days. We enjoy working with our clientele - many of whom have become personal friends over the years . . . and who come back loyally year after year, to try new and different rivers.



GUIDES - SAINT CROIX 1984



MARTIN BROWN, SUNRISE DIRECTOR - BAFFIN ISLAND EXPLORATORY 1990



OUR INSTRUCTION

Years of practical experience teaching canoeing has led to a system of instruction that is both thorough and concise; which provides our clientele with a solid background for good river performance in a relatively short time. Our strong and effective style merges traditional skills and attitudes with contemporary whitewater methods. We emphasize both solo canoeing and poling - which has always been a Maine Guide trademark.



SUNRISE'S MEDIA CREDITS include:

IN PRINT:

Men's Journal
Travel & Leisure
Canoe & Kayak
New York Times
Boston Globe
Downeast
Yankee
Paddler
Sports Afield
Departures (AMEX)
American Airlines
National Geographic
and many others.

POLING

For many years the setting pole was the accepted method of propelling a canoe in the rivers and streams in the north country of Maine and eastern Canada. A skill passed on by generations of rivermen, poling offers an element of control and visibility not always possible with a paddle. Immensely practical and efficient, poling can be delicate . . . or daring - an elegant river art form providing the best means for understanding the subtleties of river current.

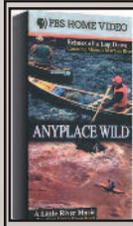


Winner of the 2004
MAINE TOURISM AWARD
FOR EXCELLENCE IN
OUTDOOR RECREATION



ON TELEVISION:

Anyplace Wild
Trailside
Lonely Planet
Maine PBS
Made in Maine
Evening Magazine



ALL IMAGES IN THIS BROCHURE

are available for purchase -
either as digital files or prints.
Inquire as to pricing or visit:
www.MartinBrownPhoto.com



SUNRISE INTERNATIONAL

RIVER GUIDES & OUTFITTERS

~ SINCE 1973 ~

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