

## Riverfest 2026 - Faktablad / Fact Sheet

The single page a journalist skims. Bilingual: Swedish first, English second. Plain ASCII. Markers in brackets are for the organiser to confirm before sending.

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### Svenska

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<b>Vad</b>	Riverfest - en alvfestival i Umea. Simma eller flyt ~5 km nerfor Umealven, eller fira pa stranden. Andra aret.
<b>Nar</b>	Lordag 25 juli 2026. Reservdagar 26-27 juli om vader/vatten ar osakert pa vattnet.
<b>Tider</b>	Briefing 13:00 - start 14:00 - malgang ca 16:30 - lotteri och priser ca 18:00 - hang kvar efterat.
<b>Var</b>	Festplats vid Bolesholmarna (Umea Kallbads plats), centrala Umea.
<b>Rutt Pa stranden</b>	ca 5 km medstroms, Baggbole till Bolesholmarna. Bastu, food truck, musik, lotteri, prisutdelning och en kort drift i den bevakade simbanan for forstagangare och familjer.
<b>Pris</b>	Simma eller flyt - betala vad du kan fran 200 kr, betalas via Open Collective efter anmalan. Festen pa land ar gratis.
<b>For vem</b>	Tva grupper: (1) de som vill i vattnet - simmare och flytare, vana som ovana; (2) alla i Umea som vill ha en gratis sommandag vid alven - familjer, vanner, nyfikna.
<b>Aldersgrans</b>	Flytet: barn i sallskap med en vuxen. Simmet: 15+ (under 18 kraver malsmans underskrift vid incheckning). Strombadet vid festplatsen ar oppet for alla aldrar, med uppsikt.
<b>Sakerhet</b>	Kajakflottilj och sakerhetsbat foljer hela ruttan; obligatorisk briefing 13:00. 2025 fick sakerheten 94/100 av deltagarna.
<b>Arrangorer</b>	Ett samarbete mellan lokala foreningar (se nedan). Festivalen drivs ideellt, utan budget, av en liten karngrupp och volontarer.
<b>2025 i siffror</b>	96/100 skulle rekommendera; 94/100 sakerhet och stod; 95 % tyckte malet kandes som ett firande; ca 32 deltagare i vattnet. 2026 planerar for uppemot 80 pa vattnet.
<b>Webb</b>	riverfest.se
<b>Betalning / transparens</b>	Avgift och frivilliga gavor via Open Collective: <a href="https://opencollective.com/umea-riverfest">opencollective.com/umea-riverfest</a> (oppet och transparent).
<b>Presskontakt</b>	Elvira Lundgren, press och kommunikation - e-post <a href="mailto:elvira@umeakallbad.se">elvira@umeakallbad.se</a> - telefon +46 73 024 97 73

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**Samarbetsforeningar:** - Umea Kallbad - bastu, simbana och festivalplats vid Bolesholmarna - Umea Kanotklubb (UKK) - kajaksakerhet langs rutten + en medlemstur - Umealvens Simklubb (UMESK) - simloppet och driften (flytet) - Rewilding Sweden - naturkoppling vid malet - Van i Umea - guidad alvspromenad (gratis, ingen anmalan) - Visit Umea - marknadsforing och rackvidd

**Annu inte fastslaget [TO CONFIRM]:** food trucks, eventuell liveakt, motoriserad sakerhetsbat - bekraftas narmare datumet. Genomforandet forutsatter tillstand / polisens godkannande [PENDING PERMIT CONFIRMATION].

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## English

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<b>What</b>	Riverfest - a river festival in Umea. Swim or float ~5 km down the Umealven, or celebrate on the bank. Second year.
<b>When</b>	Saturday 25 July 2026. Fallback days 26-27 July if weather/water are unsafe for the water part.
<b>Times</b>	Briefing 13:00 - start 14:00 - finish approx 16:30 - raffle and awards approx 18:00 - hang out after.
<b>Where</b>	Festival site at Bolesholmarna (Umea Kallbad's site), central Umea.
<b>Route</b>	approx 5 km downstream, Baggbole to Bolesholmarna.
<b>On the bank</b>	Sauna, food truck, music, raffle, awards, and a short drift in the supervised swim lane for first-timers and families.
<b>Price</b>	Swim or float - pay-what-you-can from 200 SEK, paid via Open Collective after signup. The festival on land is free.
<b>Who it's for</b>	Two groups: (1) people who want to be in the water - swimmers and floaters, experienced or first-time; (2) anyone in Umea wanting a free summer day by the river - families, friends, the curious.
<b>Age</b>	The Drift: children with an accompanying adult. The Swim: 15+ (under-18s need a parent's signature at check-in). The swim lane at the festival site is open to all ages, supervised.
<b>Safety</b>	A kayak flotilla and safety craft follow the whole route; the 13:00 briefing is mandatory. Participants rated 2025's safety 94/100.
<b>Organisers</b>	A collaboration between local associations (below). Run on a voluntary, no-budget basis by a small core team and volunteers.
<b>2025 in numbers</b>	96/100 would recommend; 94/100 safety and support; 95% felt the finish was a celebration; about 32 people on the water. 2026 plans for up to 80 on the water.
<b>Web</b>	riverfest.se

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**Payment / transparency**

Fee and optional donations via Open Collective: [opencollective.com/umea-riverfest](https://opencollective.com/umea-riverfest) (open and transparent).

**Press contact**

Elvira Lundgren, press and communications - email [elvira@umeakallbad.se](mailto:elvira@umeakallbad.se) - phone +46 73 024 97 73

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**Partner associations:** - Umea Kallbad - sauna, swim lane and the festival site at Bolesholmarna - Umea Kanotklubb (UKK) - kayak safety along the route + a members' tour - Umealvens Simklubb (UMESK) - the swim race and the drift (the float) - Rewilding Sweden - nature connection at the finish - Van i Umea - guided river walk (free, no signup) - Visit Umea - promotion and reach

**Not yet fixed [TO CONFIRM]:** food trucks, a possible live act, the motorised safety craft - confirmed closer to the date. The event runs subject to permits / police sign-off [PENDING PERMIT CONFIRMATION].