

# 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

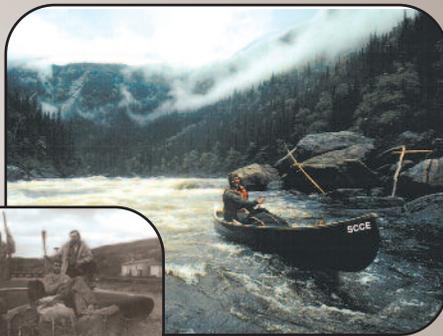
**SUNRISE COUNTY CANOE EXPEDITIONS**, in the heart of Downeast Maine (adjoining the Canadian border) the company origins were as a traditional northwoods "Maine Guiding" outfit. We were "River Guides & Outfitters" long before the term "adventure travel" was ever even coined! Although our style still 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 exotic **international rivers** - including many destinations typically overlooked by the river running community.

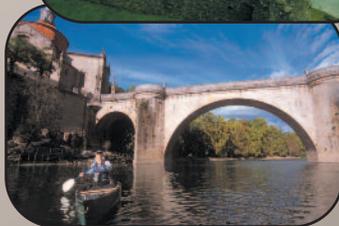
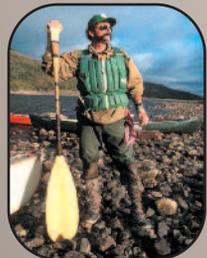
QUE. NORTH SHORE & LABRADOR RAILWAY - MOISIE RIVER 1979

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:

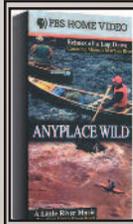
Men's Journal  
Travel & Leisure  
Canoe & Kayak  
New York Times  
Boston Globe  
Downeast  
Yankee  
Paddler  
Sports Afield  
Departures (AMEX)  
American Airlines  
National Geographic  
and many others.

## 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](http://www.MartinBrownPhoto.com)



# SUNRISE INTERNATIONAL

RIVER GUIDES & OUTFITTERS

~ SINCE 1973 ~

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