



2026 Missoula River Ambassador News Articles

The Missoula River Ambassador Program made headlines throughout the summer as local media covered the people, partnerships, and projects helping recreationists enjoy the river safely and responsibly. Scan the QR codes below to read the stories.



River experts urge life jackets as more Montanans head to the water

As more Montanans headed to the water, local river experts emphasized the importance of wearing a life jacket and planning ahead. McKenna Flannigan, coordinator of the Missoula River Ambassador Program, encouraged recreationists to check river flows, watch for hazards, and never underestimate the power of cold, fast-moving water.



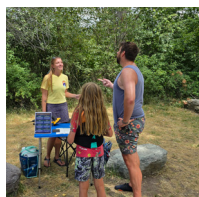
County officials eye solutions to Missoula's party-prone beach

Missoula County officials are exploring ways to address crowding, parking, sanitation, and conflicts at a popular Clark Fork River beach near Kona Ranch. Missoula River Ambassadors will collect information about visitation and site conditions to help the county better understand the challenges and consider potential solutions.



From lackluster to lifeblood: The Clark Fork went from dumping ground to Missoula's backbone. Some business owners are asking what they owe it in return

Once treated as a dumping ground, the Clark Fork River has become central to Missoula's recreational, cultural, and economic identity. Its growing popularity supports local businesses but also brings greater pressure on the river, prompting businesses, agencies, Tribes, and organizations like the Clark Fork Coalition to work together on education, data collection, restoration, and responsible recreation.



Missoula River Ambassadors help Clark Fork floaters

The Missoula River Ambassador Program helps people enjoy the Clark Fork River safely and responsibly by sharing recreation tips, answering questions, and providing resources such as inflation stations and mesh trash bags. River Ambassadors also encourage floaters to avoid glass, secure their belongings, and help keep litter out of the river.



Missoula celebrates decade-long project to open Clark Fork River access points

Missoula celebrated six new public access points along the Clark Fork River, marking the completion of a decade-long effort to create safer routes to the water. The project also restored dozens of user-created trails and eroding riverbanks, helping reduce sediment and protect water quality through the downtown corridor.

