

**FOR IMMEDIATE RELEASE**

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**Blueway or Bust: Mark calendar now for premier paddling festival**  
**Canoe, kayak and eco-fest set for Oct. 29-Nov. 7, 2010 in Southwest Florida**

Lee County, FL, (USA), Feb. 10, 2010 – The nation's premier canoeing and kayaking destination will sizzle with autumn activity in late October and early November during the fifth annual Calusa Blueway Paddling Festival along the Beaches of Fort Myers & Sanibel in Florida.

The 10-day festival offers a buffet of speakers and instruction, cultural and eco festivals, competitive races and tournaments, paddlers' get-togethers and green activities. Events are at public parks and archeological sites as well as resorts and campgrounds along the Calusa Blueway Paddling Trail, a 190-mile marked-and-meandering saltwater trail on Southwest Florida's Gulf Coast.

Meet experts who explore the Sunshine State, including segments of the Great Calusa Blueway. Learn how to make a skin-on kayak. Visit with outfitters and manufacturers. Watch Greenland-style paddling demonstrations. Try out boats. Stay in hotels that offer special packages to travelers with paddlecraft, including ready-at-sunrise box lunches and access to ice machines and hoses. Book yourself into a campground right along the trail at a site that includes a guided tour with the Florida Paddling Trail Association.

Festival attendees also can get competitive. A photo contest, two canoe/kayak races and a catch-and-release fishing tournament are planned; some have cash prizes. Visitors can give back to the community by joining in a countywide waterway marine debris cleanup called Monofilament Madness. Blueway Wrist Bands will bring you extra value at many of Southwest Florida's attractions, restaurants, galleries and marine/outfitter locations.

The festival features daily activities, with emphasis on the Oct. 29-Nov. 1 and Nov. 5-7 weekends. Many activities are free.

Festival details are available at [www.CalusaBluewayPaddlingFestival.com](http://www.CalusaBluewayPaddlingFestival.com), including entry forms for canoe and kayak races, a catch-and-release fishing tournament and photo contest. Listings of other activities, hotel packages and national ride-share options also are included on the site.

For trail information, check out [www.CalsuaBlueway.com](http://www.CalsuaBlueway.com). Maps are available or can be mailed to you. Online interactive maps, suggested routes, outfitter and put-in locations, wildlife tips and a social media site are included at the Web site.

Calendar listing: Calusa Blueway Paddling Festival: Oct. 29-Nov. 7, 2010, along the Beaches of Fort Myers & Sanibel. Details online at [www.CalusaBluewayPaddlingFestival.com](http://www.CalusaBluewayPaddlingFestival.com). Dates, times, phone numbers, costs, etc. are posted; Web site is routinely updated.

*Editor's Note: The Beaches of Fort Myers & Sanibel include: Sanibel Island, Captiva Island, Fort Myers Beach, Fort Myers, Bonita Springs & Estero, Cape Coral, Pine Island, Boca Grande & Outer islands, North Fort Myers, Lehigh Acres. Images are available upon request.*