

From: Marsh, Jim [mailto:jim@canoekayak.com]

Sent: Tuesday, March 29, 2011 5:34 PM

To: Marsh, Jim

Subject: Calusa Blueway Paddling Festival names Canoe & Kayak as Presenting Sponsor

Calusa Blueway Paddling Festival names *Canoe & Kayak* as Presenting Sponsor



The Calusa Blueway Paddling Festival recently announced its new partnership with *Canoe & Kayak* magazine. This year's festival weekend is scheduled for November 3-6. Since 2005, the popular Southwest Florida event has offered seminars, on-water instruction, demos, races, movies and social events to an eager audience of kayakers.

"We are delighted to develop and promote a public-private partnership, leveraging the strengths of *Canoe & Kayak* magazine, highlighting the offerings of our event and providing an even greater opportunity to visitors and residents of the Fort Myers-Sanibel area," said Betsy Clayton, waterways coordinator for Lee County Parks & Recreation. "*Canoe & Kayak's* national scope will not only boost participation in our festival but also will expose a wider audience to the sugar-sand beaches and shimmering backwaters along the Calusa Blueway."

C&K will be instrumental in providing demo boats, seminars and evening entertainment throughout the weekend. The festival will also include a kayak fishing tournament, a standup paddling race, skills classes, slide shows and multiple guided tours to choose from. The magazine will be conducting an on-site sea kayak test for a 2012 issue. They are also bringing back the "Captiva Classic" race with founder Bryan Houston coming on as race director.

"We want to bring premiere kayak racing back to Florida," said C&K Publisher Jim Marsh. "The Calusa Blueway Paddling Trail and Festival provides the perfect setting. We'd like to invite all the Northern paddlers down South, because your paddling season doesn't have to be over just because it's getting colder."

For more information, go to www.calusabluewaypaddlingfestival.com.

About *Canoe & Kayak, INC:*

Reaching more than 500,000 enthusiasts, *Canoe & Kayak, Inc.* informs and entertains paddlers on a variety of formats. In addition to *Canoe & Kayak* magazine, they publish *SUP* magazine, *Paddlesports Business*, *Whitewater*, and *The Beginner's Guide*. Their domains are canoekayak.com and supthemag.com. They are managed by Action Sports Group, a Source Interlink Media company. Find out more at actionsportsgroup.net.