

FOR IMMEDIATE RELEASE

CONTACTS:

Media Coordinator – Christine Plepys, cplepys@ohioriverway.org, 859-240-2704

Paddlefest Chair – Brewster Rhoads, brew@choice.net, 513-324-1678

7th Annual Ohio River Way Paddlefest
June 27-28, 2008
Largest Canoe & Kayak Festival in the Midwest
www.OhioRiverWay.org

Celebrate the beauty of the Ohio River during the 7th Annual Ohio River Way Paddlefest June 27-28, 2008. Recognized as the Midwest's largest on-water canoe and kayak event, Paddlefest will draw over 1,500 paddlers to the Ohio River for outdoor recreation, entertainment, and fun.

"Paddlefest has grown in popularity to the point that we needed a larger location, so we've moved upriver to Coney Island," said Chairman Brewster Rhoads. "The weekend will showcase outdoor recreation with canoeing and kayaking events and races, and a new Great Ohio River Swim. In addition, we are working in conjunction with Cincinnati's first triathlon, the One World Triathlon, taking place on June 29.

Proceeds from Paddlefest 2008 will be used by the Ohio River Way, Inc. to develop the Ohio River Water Trail, and to work with partner organizations to complete the downtown-to-Lunken Airport segment of the Ohio River Bike Trail.

The Charter Presenting Sponsor for Paddlefest is Subaru. Presenting sponsors are Duke Energy, the Ohio Department of Natural Resources Division of Watercraft, the American Canoe Association (ACA), and the Ohio River Way, Inc. Gold sponsors include the KnowledgeWorks Foundation, US Bank, and Midwest Grip and Lighting Company.

Highlights for the weekend are below. For more information, visit www.OhioRiverWay.org, call 513-588-6936, or email info@ohioriverway.org.

OHIO RIVER MUSIC, ARTS & OUTDOOR FESTIVAL

Friday, June 27 from 2 p.m.-midnight at Coney Island

Come early and stay late -- even overnight! Enjoy an evening of live music sponsored by WNKU, food, refreshments, craft vendors, paddling films under the stars, and more! Learn about the Ohio River and what you can do to improve and celebrate it. Buy a new or used canoe or kayak. Bid on dozens of silent auction items. Admire classic wooden boats. Paddle a canoe or kayak on Lake Como or take a "Smart Start" paddling clinic. There is something for everyone at the Festival!

Overnight camping will be available on site for \$15 per car.

**PADDLEFEST FLOAT TRIP & RACES
FINISH LINE FESTIVAL**

Kayak Rolling Contest and the Great Ohio River Swim Race

Saturday, June 28

Starting at Coney Island – ending at Serpentine Wall

Join over 1,500 people paddling down the Ohio River on a beautiful June morning, or participate in one of the canoe and kayak races. The river will be closed to barge traffic making the 8.2 mile float trip from Coney Island to the Cincinnati Public Landing a peaceful and scenic outing for seasoned and novice paddlers alike. Enjoy education, music, and water stops along the way.

At the Finish Line Festival at the Serpentine Wall, friends and family are invited to join in as the fun continues with a steel drum band, food, and vendors. Watch paddlers compete in the Rolling on the River kayak rolling contest, and swimmers compete in the first Great Ohio River Swim.

WHEN:

Saturday, June 28, 2008

Float Trip and Races: 7:15-9:00 a.m.

Finish Line Festival: 10:30 a.m.–2:30 p.m.

Kayak Rolling Contest: 11:00 a.m.

Great Ohio River Swim: 11:30 a.m.

WHERE:

Start:

Coney Island

6201 Kellogg Avenue

Cincinnati, OH 45228

Finish Line Festival:

Cincinnati's Serpentine Wall

10:30 a.m.-2:30 p.m.

HOW:

Register online at www.OhioRiverWay.org

COST:

Registration for Paddlefest events are as follows:

8.2 Mile Float Trip

Early bird pricing until March 31: Adults \$18, Children (under 16) \$8

April 1-June 20: Adults \$20, Children (under 16) \$10

Onsite Registration June 27-28 (Friday 2:00-9:00 p.m. and Saturday 7:00-8:30 a.m.): Adults \$25, Children (under 16) \$15

Rent a canoe for \$35 (maximum capacity is 2 adults and 1 child).

Rent a kayak for \$30 (maximum capacity is 1 adult).

Rentals include life jackets and paddles.

Pro Racers' Registration

\$30 online through June 20.

\$35 onsite Friday, June 27 only. No same day race registration.

14 Mile Pro Race: \$3,500 in prize money.

Amateur Racers' Registration

\$25 online through June 20.

\$30 onsite Friday, June 27 only. No same day race registration

9 Mile Amateur Canoe & Kayak Race: Medals awarded to top 3 finishers in each class.

Register online for above events at www.ohioriverway.org/paddlefest.

Great Ohio River Swim

\$20 online or postmarked prior to June 20.

\$25 online or postmarked June 20-26.

\$35 onsite registration June 28.

All Great Ohio River Swim participants must be a member of USA Triathlon or pay a one day insurance fee of \$10.

Register online for the Great Ohio River Swim at www.cincytriathlon.com.

ONE WORLD TRIATHLON

Sunday, June 29

Cincinnati Public Landing

Watch athletes from all over the country compete in swimming, biking, and running events during Cincinnati's first annual One World Triathlon. Volunteers from Ohio River Way and Tucson Racing are working together to organize one great outdoor recreation weekend for families in the Tri-State. Go to www.cincytriathlon.com