



**PRESS RELEASE
FOR IMMEDIATE RELEASE**

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Howard Prairie Lake Resort
Saturday, August 24

“Our goal is to have a fun gathering that will grow the Southern Oregon paddling community. Whether you already Kayak or SUP, or just want to learn – join us, everyone is welcome!”
Scott Keith, owner, the Northwest Outdoor Store

August 13, 2013, Medford, Oregon. Looking for a great way to get out, enjoy the outdoors, meet people, paddle and just have fun? The first annual *Northwest Outdoor Store Paddlefest* will be an end of summer celebration and encourage people of all ages to experience the fun and fitness benefits of paddle sports. The *Northwest Outdoor Store Paddlefest* will be held Saturday, August 24th, at Howard Prairie Lake, nestled in the scenic Cascade Mountains, just 30 minutes from Ashland, Oregon. Everyone is welcome to this fun day on the lake which begins at 10:00am and runs to 4:00pm.

What’s Happening...

- Paddle Races
- Paddle Poker Run
- Kayak Fishing Clinics
- Stand Up Paddle Technique Clinic
- Paddleboard Yoga Demonstrations
- Free Kayak boats and Stand Up Paddleboard Demos
- U.S. Coast Guard Safety Booth

Free Kayak & SUP Demos

Scott Keith, owner of the Northwest Outdoor Store will be on hand with Kayaks and Stand Up Paddleboards available for anyone who wants to get out on the lake and try them out. Depending on demand, individuals have usage of the equipment for approximately 20-30minutes.

On The Lake Activities (see detailed schedule, bios and Event Sponsors on page 3)

- Race Coordinator, Jamie Billett of the Northwest SUP & Surf Shop will start the Paddle Races at 10:30, registration is from 9:30-10:30. Paddle Poker Run is from 10:00-3:00
- Hobie Fishing Guide/Instructor, Michael Rischer, will hold two clinics. Participants will go out in Kayaks on the lake and learn how to fish from a special Kayak with peddles, that allow hands to be free to fish. The clinics are free but limited to 10 people and pre-registration is required (at the Northwest Outdoor Store, 980 Biddle Rd., Medford)
- Stand Up Ashland, a Paddleboard Touring Company, will host the Paddleboard Yoga Demonstrations. Doing Yoga on a SUP takes fitness to a whole new level combining strength and balance on a board on the water. Limited to 6 participants per session.

Water Safety

The U.S. Coast Guard will be on hand to demonstrate water safety precautions, recommendations can be seen at www.thenorthwestoutdoorstore.com/paddlefest2013/ but mandatory regulations for the Paddlefest include:

1. Each canoe, kayak, or SUP, must have a Coast Guard approved life jacket/PFD (personal floatation device) for each person on board. The jacket/PFD must be in good condition and appropriately sized for the person(s) on board.
2. Children, under 12 years old, and younger, must wear an appropriately sized PFD/life jacket at all times.
3. Each canoe, kayak, or SUP must have a sound signaling device such as a whistle.

Howard Prairie Lake Resort, now run by Jackson County, is a full service resort with camping (reservations available at www.jacksoncountyor.org/parks/Camping or call 541-774-8183), store and restaurant, the Mt. Ashland Association is the concessionaire. Participants of the Paddlefest can eat at the restaurant or bring their own picnic – BBQ’s and tables are near the staging site of the event. There is a day parking fee of \$4.00 at the resort.

Paddling for recreation has become increasingly popular across the nation. Stand Up Paddling (SUP), in particular, is one of the fastest growing water sports for people of all ages. According to the Outdoor Industry Association, 1.24 million people were involved in Stand Up Paddling in 2011. Kayaking and kayak fishing have also increased in popularity. Enjoyment of paddling transcends age and gender – virtually anyone can paddle and makes for excellent family outings.

Rogue Yacht Club Summer Series

Howard Prairie Lake is the home of the Rogue Yacht Club. They will be holding “Summer Series Day 4” the final race, on August 24, the same day as the Paddlefest. The boats that are competing will range from 14' (Lasers) to 25' (Catalina 25's), with a group of 20' to 24' boats in the middle. About 10 boats will be competing. – creating spectator viewing of a whole host of “non-motorized” boat craft for the day! It is a sustainable day at the lake!

Paddlefest open to the Public – Everyone Welcome!

PUBLIC INFORMATION:

Call the Northwest Outdoor Store at 541-245-4000, visit the store at 980 Biddle Rd, Medford or go to www.thenorthwestoutdoorstore.com/paddlefest2013/

FEES:

Fun Paddle Races - Free

Paddle Poker Run - \$5.00

Kayak Fishing Demos – Free/limit of 10 people – register at the Northwest Outdoor Store

Stand Up Paddle (SUP) Paddling Clinic – Free

Kayak Boat Demos & SUP Demo Boards – Free (20-30 minute sessions depending on demand)

SUP Yoga Demonstrations – Free/limit of 6 people per session/first come basis

Jackson County Day Parking Fee - \$4.00

Schedule & Details

Registration

9:30-10:30.....Paddle Races (no fee), Paddle Poker Run (\$5.00), SUP Yoga (no fee)

Kayak Fishing Clinics

10:00.....Kayak Fishing Clinic I, Limit 10 participants (pre-register by calling or visiting the Northwest Outdoor Store, 541-245-4000)

4:00.....Kayak Fishing Clinic II, limit 10 participants – must pre-register

Paddle Races

Stand Up Paddlers (SUP's) will start first, Kayakers will race each course immediately after finish of SUP's.

10:30.....Siskiyou Slalom Run – 1 Mile Race through a slalom course of buoys, make it to the end then sprint straight back the starting line.

11:00.....Rouge Sprint - Race All Out Sprint for 1 to 2 miles. Open to all ages.

11:45.....PaddleFit Relay Challenge: Teams of 2, mix of Stand Up Paddling and Waterman endurance exercises. Complete the course, paddle around the buoys, run onto the beach to tag partner.

Stand Up Paddle Skills Clinic

12:30.....SUP Paddling Skills Clinic

Paddleboard Yoga

11:30.....Paddleboard Yoga

12:00.....Paddleboard Yoga

1:30.....Paddleboard Yoga

THANK YOU EVENT SPONSORS!



Interviews & Bios

Interviews are available with the owner of the Northwest Outdoor Store/Event Chair & Main Sponsor of the event, the Race Coordinator, and Clinic instructors. Some photos available.

Please contact Susan Huntley at 541-499-8107 to arrange interviews.

Scott Keith, Owner, Northwest Outdoor Store, Paddlefest Main Sponsor & Event Chair

Scott has worked in the outdoor industry as a mountain guide in the Sierras, Mt. Shasta and Yosemite and in outdoor retail for 30 years. He was manager of McKenzie Outfitters for 10 years in Medford, and has owned his own store for 3 years. Scott's mission is to help people enjoy the outdoors and can be found paddling in Southern Oregon secret spots or taking his family out moonlight paddling on Howard Prairie Lake. He has been promoting paddling for two years through "SUP & Kayak Demo Days" at Immigrant Lake and now the lead sponsor of the 2013 Northwest Outdoor Store Paddlefest. www.thenorthwestoutdoorstore.com/

Jamie Billett, Paddle Race Coordinator & SUP Paddling Skills Clinic

James Billett of NORTHWEST SUP and SURF Shop in Ashland has been swimming, lifeguarding, surfing, and boating for over 15 years with a deep passion for the environment and the Waterman lifestyle. James wants to introduce anyone and everyone to the incredible world of Stand Up Paddling. He has been Stand Up Paddling since 2008 and teaching as a Paddle Fit Certified instructor since 2010. James specializes in paddle technique, fitness, endurance/ race

training and has competed in WPA races in the Northwest region. He hopes to assist in bringing a fully sanctioned WPA race event to Paddlesfest by next year! www.northwestsupandsurf.com/

Randy Bogardus, SUP Paddling Skills Clinic

Randy Bogardus has a history with water that spans more than 50 years that began in the Bay Area. He has been involved in many sports including surfing, ocean sailing and cruising, white water kayaking, kayak touring and in 2009, took up standup paddleboards and continues to surf. Randy is an expert wood craftsman and started designing and building hollow wooden surf and flatwater paddleboards in 2010 and now manufacturers premium hollow wood standup paddleboard and surfboard kits. In 2012 Randy began racing flatwater paddleboards in recreational races around Oregon, placing in the top 5 in all races. In between building boards, Randy is out enjoying his boards, preparing for races and getting a workout on Applegate Lake or at Stand Up Paddle surfing at Crescent City.

Michael Rischer, Hobie Kayak Fishing Guide/Instructor

Michael Rischer grew up alternating between homes in Seal Beach, California and Salt Lake City, Utah. Both locations provided ample opportunities for sport and adventure. Michael began fishing as a young boy with his father. Freshwater, saltwater and fly-fishing were topics of many a fishing lesson from Michael's father, Carl, a lifelong fisherman and college biology professor/author. These lessons gave Michael a solid groundwork on which to build his own fishing experiences. Michael is a prolific fisherman, targeting Rockfish, Lingcod, Flatfish, Chinook, Coho, Steelhead, Sturgeon, Bass, Walleye, Trout and Crab. He is a member of the Hobie fishing team, Next Adventure fishing team, Northwest Kayak Anglers (NWKA) online kayak fishing forum, and enjoys competing in local tournaments, especially the NWKA "Angler of the Year" tournament.

Currently, Michael lives within 10 minutes of Portland's three major rivers. He can be found most weekends pedaling rivers and ocean for new fishing areas and educating other outdoor enthusiasts about the benefits and sheer joy of fishing from a Hobie.

<http://www.kayakfishingoregon.com/about-your-guide.html>

Sofia Onstad, Paddleboard Yoga Sessions

Sofia Onstad of Stand Up Ashland and Sacred Heart Yoga is an outdoor enthusiast. Growing up in New Mexico she had little access to water, instead enjoying board sports on the mountain since the age of 4. It was a natural transition from snow to water when she experienced SUP for the first time in Ashland, OR. Sofia has been teaching dance and Yoga for 8 years, both of which feed in to the skills needed for SUP, balance, fluidity and adaptability. She loves inspiring people to reach their full potential and find comfort and joy within their bodies. Let the inner and outer adventure begin! <http://www.standupashland.com/>

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