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EMS and Confluence Sponsor Paddling Center at Adventures NYC

EASLEY, S.C. (August 28, 2009) – Eastern Mountain Sports (EMS) and Confluence Watersports are partnering to bring paddling to the urban environs of New York City. On Saturday, August 29, 2009, the New York City Department of Parks and Recreation and “Backpacker” Magazine will host the fifth annual “Adventures NYC,” a celebration of the outdoors and active lifestyles. For the event, EMS and Confluence will sponsor a paddling center at Bethesda Terrace Lake in Central Park.

“We’re really excited to work with EMS and provide a chance for New Yorkers to paddle,” said Shelly Moore, VP of sales for Confluence. “Kayaking isn’t often considered an urban activity, but most cities are built near water. ‘Adventures NYC’ is an opportunity for both new and experienced boaters to see how paddling can easily be part of a fun and healthy lifestyle – in the city and away.”

Confluence will provide over 50 kayaks and canoes; along with paddles and PFDs. EMS and Confluence will have experienced paddlers on hand to give tips and instruction. The companies hope to engage new and experienced boaters at the one-day event, and then encourage further exploration of all the existing paddling resources the city and EMS have to offer.

Organizers expect 25,000 people to attend the free event, which includes a variety of outdoor activities, in addition to paddling. Everyone is welcome. The primary location will be in Central Park at the Clamshell at 72nd Street, but activities are planned for all five boroughs. For complete information, visit: [NYC Parks and Rec](#).

EMS sells and rents kayaks, and offers free on-water demo nights throughout the summer from one store in the heart of Manhattan and several more in the metro area. The company also runs a kayak school with seven locations in the northeast. With a retail staff that loves to play outside, EMS can help equip everyone for their next adventure. For more information on Eastern Mountain Sports, please visit <http://www.ems.com/>.

To check out the latest from Confluence Watersports, please visit our company site, with links to all of our brands: <http://confluencewatersports.com/homepage/>.

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About Confluence Watersports:

Located in Easley, S.C., Confluence Watersports is the result of blending the unique watersports brands: Wilderness Systems®, Perception®, Dagger®, and Wave Sport® kayaks, Mad River Canoe®, Adventure Technology® paddles, and Harmony® accessories. With a full representation of canoes, and kayaks ranging from touring and recreational to high-performance whitewater boats, the Confluence brands are well suited to outfit all paddling enthusiasts. People passionate about the outdoors run the company today: advocates who are dedicated to bringing more people to the water. For more information, please visit: <http://www.confluencewatersports.com>.