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Confluence Watersports A Lead Sponsor of Outdoor Nation Youth Summit

EASLEY, S.C. (April 29, 2010) – Confluence Watersports is a lead sponsor for the Outdoor Foundation’s Outdoor Nation Youth Summit. Backed by the Outdoor Industry Association (OIA), and in conjunction with “Backpacker” Magazine’s Adventures NYC, the weekend long event is an industry wide effort to promote youth participation in outdoor activities. As the sole “platinum” level sponsor from the paddlesports industry, Confluence is committed to increasing participation in paddling and is tangibly empowering young adults to lead the charge.

The sponsorship consists of several levels of participation:

- Partnering with Eastern Mountain Sports for the Adventures NYC event in Central Park, Confluence brands will be available for test paddling, with free instruction and tips. Adventures NYC is one of the largest, urban, outdoor consumer events in the country, with an opportunity to offer an authentic kayaking or canoeing experience in the middle of Manhattan. It is free and open to all.
- Dagger and Wave Sport will host a “Paddling Place” hang out, adjacent to the Outdoor Nation Youth Summit.
- Confluence will recruit and choose five delegates (ages 18-26) for the Youth Summit. After the Summit, these delegates will be important resources for the Confluence team’s efforts in youth outreach, participation and product development.
- A \$1250 grant will be awarded to one of the Confluence-selected delegates to apply toward encouraging the outdoor movement in their hometown.

“We’re proud to join other companies in the industry to support OIA’s Outdoor Nation,” said Sue Rechner, CEO of Confluence Watersports. “We signed on immediately in order to support the broad effort to get people outdoors in general, and in boats, specifically. Adventures NYC is fun and encourages a different vantage of outdoor recreation in an urban environment. Plus, we’re placing a lot of stock in the Youth Summit. The delegates we choose will be members of the Confluence family, with their opinions and ideas integrated into our broader strategy.”

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Rechner added, “On a deeper level, I think we, as members of the outdoor industry, have a responsibility to encourage and develop ambassadors for healthy, active lifestyles. Obesity and stress are nationwide epidemics and there are strong arguments to name ‘nature deficiency’ as a classifiable disorder. In order to affect a difference, we need to engage the full spectrum of people interested in outdoor activities – from young to old and playful to core.”

About Confluence Watersports:

Confluence Watersports is a family of brands that covers the full spectrum of paddlesports. Wilderness Systems, Perception, Dagger, Wave Sport, Mad River Canoe, Adventure Technology and Harmony accessories speak to different sectors, but share the same enthusiasm for the water. Based in Easley, S.C., but employing over 500 people across the U.S. and Canada, the company is a dynamic blend of passionate paddlers, adept businesspeople and paddling industry icons, jointly committed to ensuring the future success of paddling, in all its forms. To learn more about the company and its brands, visit www.confluencewatersports.com.