

NEWS RELEASE

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Epic Paddling Season Launches in the Explorers' Edge Region of Ontario.

BRACEBRIDGE, Ont. (May 12, 2015)....With National Paddling Week approaching from June 5 to 14, 2015, the Ontario regional tourism organization known as Explorers' Edge has started promoting what it hopes will be "the summer of the paddle" in the great Canadian wilderness just north of Toronto.

Home to such iconic destinations as Algonquin Park, Muskoka and Parry Sound on Georgian Bay, and with over a dozen provincial and one national park located within its borders, the Explorers' Edge region has some of the best opportunities for new and seasoned paddlers to explore thousands of sparkling freshwater lakes and rivers in an iconic Canadian way.

With canoeing, sea kayaking and stand up paddle (SUP) boarding part of its staple offering and with guided adventures and exciting participation events running throughout the summer, Explorers' Edge can lay claim to offering the best paddling experiences in the province.

"In spring and summer, everywhere you turn in our region you'll spot a canoe or kayak or stand up board," says James Murphy, executive director of Explorers' Edge. "Paddling is in our DNA."

Visitors to the region who've never paddled have plenty of options to try this national pastime, adds Murphy.

"There are tons of outfitters throughout the region who can hook people up with the equipment they need and provide some instruction, and visitors can also take one of many guided paddling adventures with an outfitter or tourism operator," he says. "Area accommodations often have canoes, kayaks and paddle boards on site to offer their guests as well."

The region is also home to popular paddling events that attract participants from all over the world, including Big East River X, Muskoka River X, the Great Muskoka Paddling Experience, Paddlepalooza, Women on the Water Festival, and the annual Kearney Regatta. SUP Yoga classes promise to take over the waterways this season as well.

"We don't say it often enough," says Murphy, "but Explorers' Edge really is Ontario's favourite paddling destination, and we hope to introduce as many people as possible to this outdoor activity in 2015. Hopefully this is the 'summer of the paddle' for folks looking to make some new incredible vacation memories.

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About Explorers' Edge:

Explorers' Edge (RTO12) is the regional tourism organization for Algonquin Park, the Almaguin Highlands, Loring-Restoule, Muskoka and Parry Sound funded by the Ontario Ministry of Tourism, Culture & Sport. With some of Canada's most iconic natural landscapes within its

borders, including those that inspired the Group of Seven painters, and recognized as one of the most popular travel destinations in the province, Explorers' Edge promotes travel to the great Canadian wilderness just north of Toronto in all four spectacular seasons.

More information is available at www.explorersedge.ca

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