

Murraylands Regional Tourist Association

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MEDIA RELEASE

#FLOATFEST15 – MAY 2ND AND 3RD, Mary Ann Reserve, Mannum.

On the above weekend, for another year – the Murraylands Regional Tourist Association (MRTA) will host a **Guinness World Record Attempt** – looking to achieve the largest number of free floating canoes and kayaks.

The weekend will be one filled with FREE family Fun, Come and Try Canoe activities run by Canoe SA, and Mid Murray Opal, music, houseboats on show, the PS Marion will be steaming four times a day and much more (www.psmarion.com for more info).

For this year we are excited to announce the Event has received official **Paddling Australia/Australian Canoeing sanctioning**. This showcases that the Event - **#Floatfest** to all participants and sponsors that it comes with a guaranteed level of event management and quality.

To attain the sanctioning the Murraylands Regional Tourist Association Incorporated has demonstrated the event **#Floatfest** compiles with the following Canoe Australia Key Principles of:

- Safety
- Organisation
- Integrity
- Accessibility

#Floatfest is all about WATER! Environmental, Water safety, encouragement of the importance of healthy lifestyle/recreational paddling activities with the Region – Murray River, Lakes and Coorong.

With this sanctioning the MRTA Inc is sure that this will both generate interest in paddling, and the growth of paddling sports whilst at the same time showing off the mighty Murray River – which has always had a strong water sport culture.

We would love to break the world record (2100 at time of writing) and are seeking media publicity and Sponsorship for the ongoing **Floatfest16** – 7th and 8th May 2016.

Please support this exciting fun event – and spread the word - “Paddles to the ready!”

For further enquiries please contact:

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