

FOR IMMEDIATE RELEASE

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Mark your calendar for Battle on the Blueway

Fort Myers, FL, April 16, 2015 — Paddling enthusiasts mark the return of a competitive Calusa Blueway race event with the Battle of the Blueway SUP Race to be held May 30 at Fort Myers Beach.

The event is a World Paddle Association Region 5 sanctioned points race that will include over \$10,000 in total prize money, a seven-mile and two-mile race, a Calusa Kids Race, a Special Olympics Fun Race, demonstration area, vendor and environmental education area and a barbeque.

Paddlers will gather at 7 a.m. May 30, which is the weekend after Memorial Day weekend, at Crescent Beach Family Park, 1100 Estero Blvd., Fort Myers Beach, FL 33931. Race starts are planned for 8:30 a.m. for SUPs and 10:30 a.m. for the Open Vessel class with demo-activities from 9 a.m. to 4 p.m. Following the awards ceremony, the Best Western Plus Beach Resort will be hosting a barbeque from 4 to 6:30 p.m.

The event is free for spectators. Race entries are \$45-\$65. After May 1, race prices increase to \$65-\$85. No registration the day of the race. Extra barbeque tickets are \$8 each. Beach parking typically has a fee.

If you aren't competing, this event is designed to introduce people to paddling as well, with a spectator area and places for those who want to try out a paddleboard or surf ski. Nonprofits will also be onsite to display wildlife, Native American artifacts and environmental education materials.

Sponsors of the Battle of the Blueway include the Best Western Plus Beach Resort, Ron Jon Surf Shop, Nervous Nellies, B103.9, Fish Tale Marina, Holiday Water Sports, the LINK, Point Ybel Brewing, SWFL SUP Club, Tarpon Bay Explorers, PaddleWorks, Functional Artwork, Valentines Glass and Metal, SUP Magazine, and YOLO Board Adventures.

Paddlers and spectators coming in from out of town can find lodging information at the Lee County Sports Housing website, <http://leecountysportshousing.org/event/647> or by calling 1-888-529-6588. The host hotel for the race is the Best Western Plus Beach Resort. Discounted rates for those participating in the event are available if noted upon making the reservation. Call 239-463-6000.

Race details and registration can be found at:

<https://paddleguru.com/races/BattleontheBluewaySUPRace>

For more information, call Mike Hammond at 239-707-7981 or 239-533-7275.

Find Calusa Blueway on Facebook or CalusaPaddle on Twitter. Trail information is at www.calusablueway.com or www.leeparks.org/blueway. Visit the iTunes store or Google Play to download the free smart-phone app. Visitors can find information at www.fortmyers-sanibel.com.

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Note to media: Images available upon request. Contact Kristie Valone at Lee County Parks & Recreation, 239-533-7437.