

## Ocean River Sports

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# National Paddling Week Kicks off in Victoria at Ocean River Sports

June 10th 2017

## National Paddling Week gearing up to get more Canadians on the water safely for Canada 150

National Paddling Week is a celebration of all paddlesports; from canoeing to kayaking to stand up paddleboarding. These wonderfully Canadian pastimes have many benefits for the individual that range from personal fitness and health to social connections.

The National Paddling week is an extended week celebrating paddling that started in 2013 thanks to Rapid Media, Paddle Canada and the Canadian Canoe Museum.

With Canada's 150th birthday approaching more Canadians are being encouraged to get out and enjoy the natural beauty of their country and to learn about the history and heritage of the places they visit.

This week celebrates paddling safety, skill development, recreational sport and heritage. "The mission is to promote recreational paddling through individuals, groups, families, event

instructors, industry, clubs, communities and other recreational paddlers.” - [National Paddling Week](#).

It is vital to promote skill development and safety as there are still a number of water related deaths in Canada that happen while people are out paddling. Many times this is preventable due to unsafe practices on the water.

The top reasons for boating related water deaths (both power and non-motorized vessels) are “not wearing a PFD/lifejacket (81% of boating deaths for which PFD information was available), Cold water (53% of boating deaths for which water temperature information was available), Alcohol consumption (40%), Capsizing (38%), Boating alone (27%), Falling or being thrown overboard (26%), Rough water (20%)”. This information from the [lifesaving society](#) shows that many water related deaths are preventable with proper preparation.

We all want to have fun out on the water and this week is all about introducing more Canadians to an enjoyable and beneficial sport, but it is also about educating the public on the dangers associated with paddlesports so that we can all enjoy the water safely.

## Ocean River Sports to start National Paddling Week with a Party on their new Docks.

With summer finally here Ocean River will be throwing a Grand Opening party and Demo Day on their new docks in front of Canoe Brewpub on June 10th from 11am to 3pm to kick off National Paddling Week.

The celebration will unveil a new facility for paddlers that includes 200 lineal feet of dock complete with rental gear, tours and storage facilities for privately owned paddlecraft.

Rentals of kayaks and paddleboards will be 10% Off all day long to get people out on the water exploring downtown Victoria;s waterways. Some stand up paddleboards from the rental fleet will be sold off at blow out prices for those looking to get a great deal on their own SUP.

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Instructional introductory demo paddles with certified guides will be offered free of charge every hour starting at 11 am and running until 3pm. Demo Days involves getting people out there to test paddle a boat or board they are interested in purchasing. The Ocean River staff is happy to help narrow down the search for the perfect boat and get you out there to test it out before taking it home.

Joe's BBQ Boats will also be joining the party and providing food and refreshments on the docks from 11am to 3pm and short demo rides on the boats themselves for anyone interested.

Ocean River invites anyone in Victoria to come down and say hi and get out on the water to celebrate National Paddling Week and the Grand Opening of their new Victoria Kayak Shack. Visit the docks in front of Canoe Brewpub and visit them in store at 1630 Store Street at the base of Chinatown.





