



Media Contact: Verde PR  
Brook Sutton  
970.259.3555  
[brook@verdepr.com](mailto:brook@verdepr.com)

## Confluence Introduces Community-Based Boating Incentive

**EASLEY, S.C. (February 20, 2009)** – From April 1, 2009 through August 31, 2009, Confluence Watersports will roll out a brand new program designed to support local organizations, introduce more people to paddling and establish a platform for a long-term sustainability initiative. The program is called “Paddle It Forward.” With discounts available to the consumer through “Paddle It Forward,” the company hopes an additional benefit will be increased incremental sales for its dealer partners.

“Paddle It Forward” is a simple concept in which everyone gives a little, and receives a lot. A consumer donates their used hard-shell kayak or canoe to any 501(c)(3), outdoor or environmental educational organization and brings the proof of donation to a participating Confluence dealer. With this proof of donation, the consumer will receive an immediate 10-percent discount off the price of a new Wilderness Systems, Dagger, Perception or Wave Sport kayak, or a Mad River Canoe. A mail-in rebate to Confluence will garner an additional, manufacturer-sponsored, 10-percent discount off the net purchase price.

“This program engages the whole paddling community in supporting local charities and schools that may otherwise be seeing a dip in donations right now,” said Sue Rechner, CEO of Confluence Watersports. “It offers us a unique opportunity to support the re-use of boats and directly influence the growth of the sport at the local level. We’re very excited for the community-wide charitable potential; and we also believe our dealer partners will benefit. It as a winning proposition for all of our stakeholders.”

Upon donating to the charity of their choice, consumers ultimately receive nearly 20-percent off the cost of a new kayak or canoe. Dealers contribute 10-percent point-of-sale discount, but can leverage 20-percent to keep sell-through percentages high.

Confluence acknowledges the responsibility that comes with being a leader, and one of the largest manufacturers, in the industry. Under its new management, the company’s top priority is establishing itself as the strongest dealer partner in paddlesports. Confluence also has an unyielding commitment to encouraging a sustainable participation in all forms of paddling. “Paddle It Forward” can be a major proponent for these initiatives, all while supporting the charitable efforts of local and regional not-for-profits.

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To participate in the “Paddle It Forward” program as a dealer, please contact your Confluence sales representative or Confluence customer service: (800) 445-3763.

**About Confluence Watersports:**

Located in Easley, S.C., Confluence Watersports is the result of blending the unique watersports brands: Wilderness Systems®, Perception®, Dagger®, and Wave Sport® kayaks, Mad River Canoe®, Adventure Technology® paddles, and Harmony® accessories. With a full representation of canoes, and kayaks ranging from touring and recreational to high-performance whitewater boats, the Confluence brands are well suited to outfit all paddling enthusiasts. People passionate about the outdoors run the company today: advocates who are dedicated to bringing more people to the water. For more information, please visit: <http://www.confluencewatersports.com>.