



Murraylands Regional Tourist Association

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For immediate release

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Canoeing WA turns up the heat on South Australia's Murray River world record attempt!

This year on April 9th, SA and WA go head to head in dual attempts to break the world record for the most kayaks and canoes floating in a raft together!

Floatfest is a two day family event focused on breaking the world record for largest number of kayaks and canoes on the river together by "Paddling into the Record Books". In 2016 Floatfest had over 5,000 people attend the event at Mannum over the weekend and 185 officially joined the record count.

A new and original record attempt will be included in Floatfest for 2017:

- Largest number of canoes/kayaks rafter together on the Murray River, and
- Largest number of canoes/kayaks lined end to end along the banks of the Murray River

The Kookaburra Homes Floatfest is a great place to dip your toes in the water and get a feel for life on the mighty Murray in a safe environment. The river is in excellent health and for one weekend only, the waters will be CLOSED. People can enjoy paddling serenely with hundreds of likeminded types on a peaceful river, free of boat and ski traffic. Or they can take part in adrenaline pumping canoe sports and marathons. All in beautiful April weather! It's an authentic and grassroots expression of life by our river not seen in SA for decades.

With the help of Canoe SA and the Royal Lifesaving Society SA, Floatfest will be once again organising safe on water activities in 2017. Saturday will see the riverfront at Murray Bridge full of activities including sidewheel paddlesteamer cruises, canoe polo demonstrations, canoe marathon events, market stalls showcasing local food and produce, houseboats open for inspection, children's activities and much more!

We are excited to have our Charity partner, Can:Do 4Kids join us, with Brenton Carle from the SA Tourism award winning Canoe the Coorong helping to give some special kids a special experience on the water. Other activities over the weekend will include a kite festival, a huge Scouts SA water activities camp, come and try workshops, marathon canoe races, Canoe the Coorong led activities on the Murray, a caravan and camping exhibition and lots more!

Floatfest is a four-year young, not-for-profit event by our South Australian river community for all South Australians. We can't let WA march in late and tell us we're not number one!

So come on South Australian canoeists, paddlers, campers, glampers, kite flyers, fitness freaks, and outdoors types! Dust off that life jacket, fit the roof racks, buy a canoe, hire a kayak, borrow an inflatable from your neighbour! Just be here April 8th and 9th when the Rural City of Murray Bridge welcomes Floatfest 2017!

Register online at <https://floatfest17.Eventbrite.com.au> OR visit www.floatfest.com.au

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Paddles to the ready!