

# PADDLING AWAY FROM THE MADDING CROWD

- There are no crowded trails on open water – Seattle rediscovers the freedom in kayak camping --
- Online resource company and outdoor gear supplier collaborate to give access to adventure at sea --
- A packable, portable performance kayak that makes it fun and easy to discover and explore the coast --

SEATTLE, WA (August 21, 2015) – What happens when a digital outdoor field guide meets a skin-on-frame sea kayak perfected over 4,000 years? Pure Freedom. Outdoor Project and TRAK Kayaks are transforming access to water adventure in the Pacific Northwest. Outdoor Project opens doors to human-powered outdoor activities; TRAK just unleashed its revolutionary Seeker kayak on Seattle, giving paddlers an unparalleled solution for exploring on water.

TRAK and Outdoor Project are working with the Seattle community, to engage local paddlers and adventurers like Matthew Williams, and local paddlesport store owners like Steve Jones of Cascade Paddlesports, in a collaboration to provide adventure resources to everyone.

“I was the only person camped on the (San Juan) islands, something I wasn’t expecting. Coming from Seattle, such a crowded place, it was amazing how easy it was to get away from everyone.” Outdoor Project Contributor and TRAK Ambassador, Matthew Williams, paddled the Seeker on 25 regional Washington paddle trips. Some of the best sea kayaking destinations are right here: the San Juan Islands, Seattle, the Olympic Peninsula and Puget Sound. Now, the detailed digital guides and custom maps for those water adventures are available on OutdoorProject.com and make it easy for others to share the experience.

“We believe the best way to encourage others to advocate for natural and special aquatic places and wildlife is first-hand experience.” Steve Jones, manager of Cascade Paddlesports, is excited to add the Seeker to his line of kayaks because it offers even wider access to more outdoor enthusiasts. It is the one performance sea kayak that you can store in your closet, take down the elevator, wheel across town on the metro and even stash in the trunk of your compact car... and then handle any surf conditions out there.

TRAK and Outdoor Project are excited to template strategic partnerships between quality outdoor gear hardware suppliers and the rich outdoor resources offered as the software for adventure guides online. Both companies are committed to raising awareness and access to the natural spaces across Washington and the Pacific Northwest - those special places we can explore outside for the experience it leaves inside –then share it with others.

TRAK Demo Day: Matthew shares more adventure stories; See and test-paddle a TRAK kayak

Date/Time: Sunday, August 30th at 2 – 4 PM

Location: Golden Gardens Park, 8498 Seaview Place NW, Seattle WA 98117

## **About TRAK Kayaks**

TRAK has been manufacturing portable performance kayaks since 2007, adapting an ancient Inuit skin-on-frame design to the rigorous demands of outdoor enthusiasts and modern adventure travelers worldwide.

### **Local TRAK Contact:**

Matthew Williams  
OP Contributor and TRAK Ambassador  
(307) 399-2885  
matthew.photo@gmail.com

## **About Outdoor Project**

Outdoor Project’s goal is to create the most comprehensive online resource for outdoor adventure. Ever. The website provides photos, maps, and guides for all types of human-powered outdoor activities, and it’s all free to the community.

### **Outdoor Project Media Contact:**

Kat Dierickx  
Marketing Director  
(218) 340-4767  
katdierickx@outdoorproject.com

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