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## TOP KAYAKING FAMILY RETURNS TO RENO RIVER FESTIVAL

*Eric, Dane and Emily Jackson set to compete and teach May 12-14*

RENO, Nev. (Spring 2006) — Kayaking is more than a sport in the Jackson household, it's a lifestyle. Eric Jackson his son Dane Jackson, 12, and daughter Emily Jackson, 15, are a family of whitewater experts, all of whom will be competing at the 3<sup>rd</sup> annual Reno River Festival, May 12-14.

Kayaking for almost 20 years, Eric Jackson has turned his passion for whitewater into not only a family pastime, but a lucrative business as well. He and his wife Kristine Jackson run Jackson Kayak, a kayak manufacturing and retail company in Rock Island, Tenn., and the only manufacturer of kids' kayaks. Along with their two children, the Jackson family seeks out adventure in frothing rapids and tumultuous rivers.

The championship family includes Eric Jackson, a three-time world freestyle champion, who will join other strong competitors at the Reno River Festival, including Reno local Jay Kincaid who is determined to bring the championship title back to Reno. Dane Jackson, first time invitee for the Reno River Festival Professional Freestyle Competition, recently qualified for the U.S. Junior Olympics in whitewater slalom. And Emily Jackson, who placed second during the 2005 Reno River Festival, is back to take on the first place title holder, Tanya Faux, an Austrian kayaker and 2004 Australian Whitewater Freestyle Kayaking Champion and second place Canada Freestyle Kayaking champion for 2003.

Though the father-and-son Jackson team is a force to be reckoned with, sister Emily Jackson brings the needed girl power to the team. She began competing in women's divisions in 2005, earning Top 3 finishes in each event she has entered. Emily Jackson came in first in the USA Freestyle Kayak Team junior women's class and won the 2004 USA National Championship in the junior women's division.

The entire Jackson family will all be on hand during the Reno River Festival as both competitors and teachers providing advice to amateur kayakers and professionals alike during the event's scheduled clinics. The clinics are free to the public and registration is available at the festival on a first-come, first-served basis.

"Having the Jackson family compete and support our event adds a unique twist to our competition. It sends a great message that kayaking is a family sport for any age and level of competitor," said Deanna Ashby, executive director of marketing for the Reno-Sparks Convention and Visitors Authority.

For details about the 3<sup>rd</sup> annual Reno River Festival, please visit [www.RenoRiverFestival.com](http://www.RenoRiverFestival.com). For more information about Reno-Tahoe, America's Adventure Place, logon to [www.VisitRenoTahoe.com](http://www.VisitRenoTahoe.com) or call 800-FOR-RENO (800-367-7366).

*The Reno River Festival is held at the \$1.5 million Truckee River Whitewater Park, located in the heart of Reno's booming downtown business and arts district. The park, with rapids rated class 2 and 3, is both Nevada's and the region's first whitewater park and kayak slalom racing course, totaling 2,600 feet in length and featuring north and south channels that surround an outdoor amphitheater and park. There are 11 "drop pools" and specially-placed boulders for kayaking maneuvers, a slalom racing course, and 7,000 tons of smooth flat rocks along the shores for easy river access and spectator seating.*

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