



For Immediate Release

## Rediscover Victoria's harbourfront with new kayak tour

**Oct. 5, 2011, Victoria, BC** – In response to the growing trend of urban adventuring – that is, active wilderness opportunities set within (or near) metropolitan areas – Victoria's Ocean River Adventures has just developed a new kayak tour to showcase a different view of the Inner Harbour.

"Our harbour is one of the most interesting," said Brian Henry, founder and owner of Ocean River Adventures. "We're introducing this tour as a stress-free way to experience our harbour – with us, you'll never have to vie for parking, dodge busy crowds or wait for a table at your favourite café."

The three-hour tour is available to kayakers of all experience levels, from beginner to advanced, May through October. After the group meets their experienced guide and receives a quick safety briefing, paddlers launch into Victoria's Inner Harbour via Ocean River Adventures' private dock. After taking time to explore the shoreline, watching for seals, eagles and other ocean creatures, paddlers can stop off at Barb's Fish & Chips, located at Fisherman's Wharf, to purchase lunch.

"We're proud to partner with Barb's in offering this tour – a floating seafood restaurant that's been recognized as having Victoria's best fish and chips for more than a quarter of a century," said Henry. "At this café, our paddlers receive front-of-the-line access, maximizing the time spent on the water."

After the break, the group heads off to explore more of the Inner Harbour, all the while learning about the importance of ocean sustainability.

Available Mondays through Sundays at 9:30 a.m. and 1:30 p.m., the new Victoria Harbour tour starts at \$70 (plus HST) per paddler. Private groups and tour customization is available upon request.

For more information about Ocean River Adventures or to book a tour, lesson, course or excursion, call 1-800-909-4233 or visit [www.oceanriveradventures.com](http://www.oceanriveradventures.com). For information on Ocean River Sports' retail and online store, call 250-381-4233 or visit [www.oceanriver.com](http://www.oceanriver.com).

### About Ocean River Sports

Located in Victoria, BC on beautiful Vancouver Island, Ocean River Sports is a premier specialty kayaking and outdoor store. With 30 years in the business, Ocean River Sports includes a retail store, kayaking school, tours, rentals and performance paddling club. In 2011, the instruction/guiding/tour portion of the business was rebranded Ocean River Adventures. The initiative behind the rebranding was to create a "hub" for paddling enthusiasts and professionals, showcasing Vancouver Island through sustainable practices and professional guiding. For more information visit [www.oceanriveradventures.com](http://www.oceanriveradventures.com).

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