



Sault College News Release

For immediate release

Sault College to Showcase World's Best Paddling Films

(Sault Ste. Marie, ON April 8, 2010) Rapid Media's 5th annual Reel Paddling Film Festival showcases the world's best paddling films to audiences in Canada, United States and around the world. The festival inspires more people to explore rivers, lakes and oceans, push physical and emotional extremes, embrace the lifestyle and appreciate the heritage of this extreme sport. This year, Sault College, Naturally Superior Adventures and Beyond the Walls Outdoors Club will be hosting the film festival on Friday, April 9th beginning at 7:00 pm in the Multi Media Centre.

"We're happy partnering with Sault College to highlight these great paddling videos," says Dave Wells of Naturally Superior Adventures. "This film festival will inspire locally created video capturing the awesome paddling and landscape experiences found on Superior, the world's largest freshwater inland sea."

The Reel Paddling Film Festival is a contest awarding winning films in nine categories. The winners and other shortlisted films are then toured to more than seventy-five cities around the world, screening for an audience of more than 20,000 outdoor adventure enthusiasts. The world tour is hosted by paddling shops and clubs as a means generating pre-season excitement or an evening's entertainment for a paddling event or festival.

"We are very pleased to be able to bring this film festival to Sault Ste. Marie" explains Lawrence Foster, Sault College Adventure Recreation and Parks Professor and competitive paddler.

“Sault College students not only will get to see some awesome and inspiring paddling adventure films but in our courses they will be experiencing the world class paddling that we have here in Sault Ste. Marie first hand.”

The Reel Paddling Film Festival is produced by Rapid Media which publishes four leading paddle sports magazines including Rapid, Adventure Kayak, Canoeroots and Kayak Angler magazines. Tickets for this event are \$11.00 and include a free one-year digital edition subscription to one of the above magazines. Tickets for the Reel Paddling Film Festival are available at Joe’s Sports, The Trading Post, Algoma Bicycling Company and Sault College 2nd year Adventure Recreation and Parks Students. Doors will open at 6:00pm this Friday evening in the Sault College Multimedia Centre with local paddling companies on hand to showcase their trips, events and courses. For previews and information visit: <http://www.reelpaddlingfilmfestival.com/>

-30-

About Sault College

Sault College reaches students through post secondary, continuing education, apprenticeship training and third party contract training. Sault College offers a full range of programs: Certificates, Diplomas, Advanced Diplomas, Post Graduate Certificates, Degrees, and Apprenticeship programs. Key Performance Indicator (KPI) surveys demonstrate that almost 90% of Sault College students are employed within six months of graduation and student satisfaction is among the highest in the province. Sault College, located in Sault Ste. Marie, Ontario is one of 24 community colleges in Ontario. Visit our website at www.saultcollege.ca for more information.

Please contact:

Tessa Pino, Communications Officer

Sault College

705.759.2554 ext. 2830

www.saultcollege.ca