



SEASCAPE KAYAK TOURS LAUNCHES NEW WIND-POWERED WEB SITE

Richardson, Deer Island, New Brunswick, Sept. 6, 2008 – Seascope Kayak Tours Inc., a Canadian leader in adventure tourism, has launched a new wind-powered web site at www.seascopekayaktours.com. The site offers streamlined and accessible information about new kayak trips, tells the Seascope story through straightforward content and inspiring design, and invokes a sense of place and adventure via photography shot in its three paddling locations.

"I'm pleased with how well the site reflects the authentic nature of Seascope's unique, family-oriented small-group sea kayaking experiences and clearly explains our commitment to sustainability and responsible travel," said Seascope's founder Bruce Smith, who will lead the company into its 15th year of operation in 2009.

In addition to guiding tours from its base in the Bay of Fundy, one of the world's richest marine ecosystems, the company offers kayak expeditions to two other special ocean environments, the dramatic coastline of Newfoundland and the warm tropical waters of Costa Rica. Fully guided expeditions – from day trips to week-long adventures – focus on education, wildlife observation and sound environmental practices. The company has built its reputation on exceptional quality, extensive experience, high safety standards, personalized, friendly service, and a strong commitment to the culture, history and natural environment of each of its areas of operation.

"This new site is built on a blog format that gives clients a fun, interactive way to share about their experiences and enjoy a sense of community surrounding their favorite tour operator," said Seascope's Director of Marketing and Communications, Frances Figart, who managed the site's overhaul in collaboration with design firm Pyrographic Media. "In addition to learning about new trips such as our Espiritu del Mar, which combines yoga and paddling in Costa Rica, viewers can register for our newsletter, upload their trip photos and comments, and easily share the site with their friends."

The site is powered by wind through Green-e, a leading independent consumer protection program for the sale of renewable energy and greenhouse gas reductions in the retail market. A member of Sustainable Travel International and The International Ecotourism Society, Seascope encourages tour operators wishing to learn more about responsible tourism to check out its sustainability guidelines on the new site. "Because Seascope has been focused on sustainability since its inception, and has been recognized for this on the international stage, we are in an excellent position – and quite willing – to be a mentor to other tourism entities and a model that other adventure tourism businesses can emulate," said Smith.

The lead guide for most of the company's adventures, Smith has 25 years of outdoor leadership experience. With a background in physical education and outdoor recreation, he is a certified wilderness emergency medical technician and wilderness first aid instructor and holds degrees in sport science and secondary education. Smith is also fluent in French, English and Spanish.

"Kayak tours, because they allow people to be so intimate with the marine environment around them, are an excellent way to teach people of all ages the importance of respecting the oceans, the earth and its non-human inhabitants," Smith said. "By helping others connect with nature, we make an important contribution to their lives and to the world around us."