

THE KAYAK SPECIALLY DESIGNED FOR WOMEN



The Venus 11 is a great way to get afloat and get fit. It is 10'8" (3.3m) long, weighs 40lbs (18.1kg) and costs £549

Get afloat and get fit in 2012 with the **Venus 11** sit-on-top kayak from Ocean Kayak, the world's number one for sit-on-tops. Designed specially for women, this sit-on-top is built for lighter, smaller paddlers and the dimensions and unique hand grip system make it easy to handle on and off the water. It is also very safe and stable when afloat.

For most female paddlers, the average kayak is not the ideal shape. But with the **Venus 11** the hull and carrying handles have all been tailored to a woman's physiology. The wider seat position helps the boat respond to a woman's centre of gravity and the deck has been specially configured to allow an efficient, natural stroke for paddlers with narrower shoulders. Because it is easy to transport you can also load up and head to the water without help. Several can be strapped to a standard car roof rack.

The sport of sit-on-top kayaking is a great way to exercise and can be as gentle or as vigorous as you like. It offers very low impact on the joints, gets you out in the fresh air and anyone can do it. Sit-on-top kayaks can be used on rivers, lakes or the sea and they are safe, stable and very versatile. Paddling is the perfect way to unwind and it is a sport which can be enjoyed on your own or with friends and is also a very affordable way to share a fun activity with children, partners or as a family

One of the reasons why sit-on-tops have become so popular for recreational use is that they are open and self-draining. This means that unlike a decked kayak you cannot get trapped inside if you capsize; if you go in the water you just climb back on board. There is no need to practice Eskimo rolls or wet exits. On the water these sit-on-tops are highly manoeuvrable and very simple and efficient to paddle.

Built-in features of the Venus 11 include sealed hatches for storing gear, a padded seat and moulded in foot-wells to give a comfortable paddling position. They are also maintenance free and made from rotomoulded monolink polyethylene so are incredibly durable. Materials used by Ocean Kayak are repairable and recyclable. A percentage of sales of all Venus craft goes to the Breast Cancer Fund.

For further information and images contact:

Johnson Outdoors UK

Tel: 01493 745192

Email: office@johnsonoutdoors.co.uk

or

David Parker

Tel: 01489 579219

Email: david@parkermedia.co.uk

Johnson Outdoors UK distributes recreational products from high quality brands including Old Town, Ocean Kayak, Necky Kayaks, Carlisle Paddles, C-tug and Pacific Action.