



PRESS RELEASE

SEE JOHNSON OUTDOORS ON ITV

Look out for Johnson Outdoors UK in this year's ITV Boat Show programme produced by Meridian TV. Meridian presenter Hannah Shellswell had her first go in a sit-on-top kayak when she tried out the Caper Lady Angler which is now available in pink from Ocean Kayak.

Hannah had a paddle around the pontoons while filming took place. "It's great fun and very stable," she said. The director of the programme Steve Adams is also a fan of Ocean Kayak. He has a Malibu Two which he uses with his family at Christchurch.

One per cent of Caper Lady Angler sales will be donated to the Breast Cancer Fund as is the case with the Venus 10 and Venus 11. A similar donation is made from sales of the Eliza kayak from Necky.

The Southampton Boat Show programme will be shown on ITV 4 on Sunday 16th September at 6.00pm and will also be shown again on ITV 4 at 1am on Tuesday 18th September. There is a further broadcast on Thursday 20th September when it will be shown at 7.30pm on ITV 1 regional television.

The Caper Lady Angler and other great new recreational products from Johnson Outdoors UK will be on stand B054 at the Southampton Boat Show 14-23 September

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Johnson Outdoors UK distributes recreational products from high quality brands including Old Town, Ocean Kayak, Necky Kayaks, Carlisle Paddles, Lendal, Escape and C-tug. Their specialist Marine Electronics division includes Humminbird Fishfinders, Minn Kota Electric Outboards, Bottom Line Portable Fishfinders and Cannon Downriggers.



Meridian presenter Hannah Shellswell takes to the water in the Caper Lady Angler



Filming from the pontoons before the opening of the Show