

For Immediate Release

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SEASIDE YOLOs AS TOP DESTINATION

New nature based trend in travel destination is fun for all ages

Seaside, Fla. (February 2010) – Stand-up paddling or “YOLOing” as it is called, offers a completely different way to experience the water, whether it’s for a quick workout or leisure adventure. YOLO Board is a locally-owned stand-up paddleboard (SUP) company aptly named for the mantra, “You Only Live Once.” This activity is considered by many as the fastest growing water recreation in the world.

Similar to surfing and traditional canoeing or kayaking, this activity can be enjoyed by nearly anyone. Enthusiasts both adopt the sport as a core workout and even compete in professional races. Beginners get the pleasure of an outdoor adventure.

Jeff Archer, co-founder of YOLO Board LLC. says “It’s exciting because the onset of the stand-up paddling movement is getting people out on the water that otherwise wouldn’t venture out on a board. Beginner paddlers are often surprised at how easy it is. YOLOing is truly an everyday water sport activity that is fun for all ages and fitness levels.”

One of the most unique aspects of YOLOing is the relationship it provides with Mother Nature. From the breeze, surf and currents of a ride in the ocean to the serene nature of a leisurely paddle around a lake, YOLOing allows riders an entirely new way to enjoy the water while viewing ocean life such as turtles, manatees, dolphins and fish. Access to the Gulf of Mexico, bays, harbors, natural springs, and the Intracoastal Waterway, is largely responsible for the local popularity, not to mention the abundance of coastal dune lakes in Northwest Florida. The region boasts a total of 15 rare coastal dune lakes. Similar ecosystems can only be found in Madagascar, Australia, New Zealand and the Northwest Pacific Coast of the United States.

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THE INVITATION

In the world renowned beach town of Seaside, Florida the official provider of private vacation rentals, Cottage Rental Agency is making it possible to try YOLO for free. The initial invitation offered in April and May of 2010 will give guests the memorable experience. Visitors are additionally provided a "bicycle cruiser day" and tropical beverages. The combination of "sweet tea" hospitality, idyllic accommodations, unspoiled local beauty, and all the free amenities (valued up to \$475) mentioned above, make for a special opportunity to experience "Summer Comes Early in Seaside"

COTTAGE RENTAL AGENCY (CRA)

Offering the best of Seaside, Florida vacation rentals for decades, CRA is home to generations of visitors. The passion for "the good life" is celebrated in Seaside, whether looking for a new adventure, upscale amenities or the freedom to do nothing at all. CRA's collection of nearly 250 accommodations, from one bedroom hideaways to grand, six bedroom coastal homes, have been recognized as part of this top destination.

Travel+Leisure Magazine named Seaside, Florida as one of the 100 Greatest Trips in the World and the travel guide empire ***Frommer's*** included Seaside on the list of Top 12 Destinations in the world for 2010. For more about this specific invitation, visit [Online](#) or call toll free 866.935.4067 for reservations.

FURTHER BACKGROUND AVAILABLE FOR MEDIA

ADDITIONAL MEDIA PHOTOGRAPHY AVAILABLE