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Perception Sponsors “Outdoor Parents, Outdoor Kids”

EASLEY, S.C. (April 2, 2010) – For over 30 years, Perception has advocated fitness through adventure, fun and exploration on the water. Encouraging an active lifestyle for all ages, Perception is a proud sponsor of Eugene Buchanan’s new book, “Outdoor Parents, Outdoor Kids: A Guide to Getting Your Kids Active in the Great Outdoors.”

To be released this month, “Outdoor Parents, Outdoor Kids” is a mix of practical advice and humorous anecdotes from Buchanan’s own experiences raising kids and seeking outdoor adventure. The book will be an invaluable resource to time-pressed parents in a time when national epidemics of childhood obesity and lack of time outside, so-called nature deficit disorder, headline the news.

“We’re behind any effort that encourages kids to be active and get outside,” says Sue Rechner, CEO of Confluence Watersports, parent company to Perception. “Eugene’s concept and book really hit a chord for us. Paddling is truly an activity you can enjoy through a lifetime and this book offers gentle advice to get your family started, and keep them interested in the ‘work’ of having fun. He’s an engaging and witty writer, who totally understands the joy of being on the water.”

An accomplished kayaker himself, Buchanan is a fan of paddling for all ages. “Whether it’s on the ocean, lake or gently moving river, taking your kids paddling is one of the best outdoor activities you can do as a family,” he says.

“Outdoor Parents, Outdoor Kids” is published by Heliconia Press and will be available nationwide in early April. For more information and to check the latest news on Buchanan’s book tour, please visit: www.outdoorkidsbook.com.

To check out the full line of family-friendly Perception kayaks, please visit: www.perceptionkayaks.com, and join us on Facebook.

About Perception:

For over 30 years, Perception has successfully matched lifestyles and kayaks. Whether you like to discover new waters and play with the family, or embark on solo excursions for fitness and exploration, Perception has recreational and touring boats for a lifetime of fun. Located in Easley, S.C. as part of the Confluence Watersports family of brands, Perception builds on its own legacy of leading edge design and top-notch quality. www.perceptionkayaks.com