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JACKSON REC CONTACT: MARTY CRONIN, 303.517.2621; marty@jacksonrec.com

MEDIA CONTACT: LEE HART, BRAND AMP, 719.539.7788; lee@brandamp.com

JACKSON REC DAY TRIPPERS GAIN TRACTION

ROCK ISLAND, TN – A unique trio of attachable accessories – the Kids Seat, the Elite Seat, and the Day Tray - make the Day Tripper line of recreational kayaks from [Jackson Rec](#) the most versatile recreational kayaks of the paddlesports marketplace.

Attention to performance, functional storage and durability remain hallmarks of the Day Tripper line of rec boats. “We worked out all the bugs from last year and the Day Trippers are really turning heads on the showroom floor,” said Eric “EJ” Jackson founder and president of [Jackson Kayak](#). Like their whitewater counterparts, the Day Trippers, sold under the Jackson Rec name, are designed with a focus on being lightweight, comfortable, versatile and - especially for recreational paddlers - confidence inspiring.

Of the three attachable accessories, the Elite Seat is getting the biggest reaction among retailers. Available only in the Elite version of the Day Tripper, the Elite Seat can be removed and serve as a great camp or picnic chair. For kayak anglers, the Day Tray is the perfect workbench for attaching multiple rod mounts, fish finders, and GPS units and has a built-in tackle box. For family outings, just attach the Kids Seat to turn the boat into an instant tandem.

Day Trippers are available in three sizes suitable for ages 5 and up: the Mini Tripper for kids and adult sized Day Tripper 10 and 12. Standard builds come with foot braces adjustable from the seat, Sweet Cheeks bean bag seating, a large dry bag, off the floor cargo netting storage and the Day Tray. Color choices include green, yellow, red, sand for outdoorsman and pink for special orders. Pricing ranges from \$399 for the Mini Tripper, to \$649 and \$775 for the standard Day Tripper 10 and 12, respectively. The Elite version is only available for the adult-sized boats and is priced at \$795 and \$925.

All Jackson Rec hulls are made of top-grade linear plastic and feature a stiff composite beam that runs the length of the kayak, making it warp resistant to sun and tie-down straps. The use of non-laminate pure mini cell walls provides superior flotation.

Jackson said he is committed to being the number one choice for rec boats among dealers. Toward that end, Jackson Rec has no requirement for preseason commitments or minimum orders and provides 45 percent margins to each of its dealers. “Like our whitewater program, Jackson Rec assumes the sales risk versus the retailer,” said Jackson. “We also protect territories and promise no sales to online clearinghouses or big boxes.”

An essentials-only Club edition of the Day Tripper is available to camps, rental shops and public rec departments at \$210 for the Mini, \$305 for the 10, and \$360 for the 12. To become a Jackson Rec dealer, contact brand manager Marty Cronin at Marty@Jacksonkayak.com. For a complete list of Jackson Rec dealers, visit [JacksonRec.com](#).

Jackson Rec is a division of Jackson Kayak. Founded in 2004, Jackson Kayak is the leading seller of whitewater boats. The best-selling Fun series of all-around river running/playboats earned a 2007 Gear of the Year award from [Outside](#) magazine and Paddler’s Picks in [Paddler](#) magazine’s 2008 annual gear review issue. For more information about the company, visit [JacksonKayak.com](#)