



**FOR IMMEDIATE RELEASE:**  
January 30, 2017

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### **Juiced Up Jet Skis Return to Manatee River—With Potential World Record at Stake—For the Third Annual Bradenton Area River Regatta**

**BRADENTON, Fla.**—A Pro WaterCross world speed record attempt... world-class jet ski racers...a Mayor's Cup winner...and spectacular flyboard and wakeboard champions are all among the popular water events, featured at the third annual Bradenton Area River Regatta, Saturday, Feb. 4.

A fan favorite each year, Hydrocross jet skiers set the standard for a furious type of supercharged racing. Displaying dazzling speeds and maneuverability, the racers will compete for the Action Jetsports Mayor's Cup. A no-fear attitude coupled with a revved-up need for speed provide the ultimate adrenalin ride for skiers and spectators alike. U.S. national champions will be performing at Regatta.

As an added attraction to this year's water activities, Uva Perez of Mexico will try to eclipse his world speed record of 114.6 m.p.h., during runs throughout the day. In addition, current flyboard World Champion Kristen Smoyer and Australian Wakeboard Champion Geno Yauchler will showcase their elite aerobatic talents on PWCs (personal watercrafts).

"H2X Racing is extremely exciting about producing a race in our home county and holding a championship race—the Action Jetsports Mayor's Cup—for the third straight year as part of the Bradenton Area River Regatta," said Mike Young, president of H2X Motocross. "Our racers are amped up and ready to begin the 2017 season with this kickoff event here. ."

All racing will be staged along a river course in front of Palmetto Pier, which offers a spectacular new viewing area for all the action. In between races, Smoyer and Yauchler will treat fans to outrageous flyboard and wakeboard stunts along the Manatee River Walk.

Complete details are available at: [bradentonarearegatta.com](http://bradentonarearegatta.com). Follow all the fun and activities on Facebook: [www.facebook.com/RiverwalkRegatta](http://www.facebook.com/RiverwalkRegatta).

The 2017 Bradenton Area River Regatta is sponsored by Manatee Memorial Hospital, Synovus Bank, Budweiser, Pittsburgh Pirates/Bradenton Marauders, Sarasota-Bradenton International Airport, Mosaic, Heli Aviation, University of South Florida, Gold Coast Eagle, Pier 22, Riverhouse Reef & Grill, Regatta Pointe Marina, Workforce Business Services (WBS), US Foods, Courtyard Marriott Bradenton Riverfront, Anna Maria Oyster Bar, Bradenton Herald, SRQ Media, 10 News WTSP, Q105.9 FM, 99.5 QYK, Spectrum.

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***The Bradenton Area River Regatta is produced and managed by ISM/USA—a sports event management and marketing firm with offices in Pittsburgh, PA and Lakewood Ranch, FL.***

***About the Bradenton Area Convention & Visitors Bureau:***

*The Bradenton, Anna Maria Island and Longboat Key area is located on Florida's West Coast between St. Petersburg and Sarasota. It is bordered on the north by Tampa Bay, and to the west by the Gulf of Mexico. Easy to get to, but off the beaten path, filled with "Old Florida" ambience brimming with opportunities to experience Florida at its most real and authentic, the Bradenton/Anna Maria Island/Longboat Key area is a part of the state worth discovering and exploring again and again. For more information, please visit [www.bradentongulfislands.com](http://www.bradentongulfislands.com).*

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