



**FOR IMMEDIATE RELEASE:
February 1, 2017**

Contacts:
Michael Dongilli
412.726.7540
mjdongilli@comcast.net
Ron Wahl
412.427.4893
rwahl.ismusa@gmail.com

Power, Speed and Agility...Formula-2 Powerboat Racing a Scintillating Site on Manatee River at Third Annual Bradenton Area River Regatta

BRADENTON, Fla.—Some of the fastest and most powerful powerboats in the world will converge on the Manatee River for a frenetic race to the finish as part of the Powerboat Superleague Championship during the third annual Bradenton Area River Regatta Saturday, Feb. 4.

Drivers from around the country, including Bradenton's own, Jeff Reno, and defending Regatta champion Ashton Rinker of Tampa, will descend on one of the most scenic venues on the circuit to engage, entertain and enthral crowds. A perfect spot to catch all the action is high atop the majestic Green Bridge, which will be closed completely across to offer a grand view of it all!

"We truly enjoy starting our racing season with the Bradenton Area River Regatta," said Sherron Winer of Powerboat Superleague. "For our northern teams, including at least two from Canada, the opportunity to travel south, even if it's only for a few days is a huge plus. For our more southern teams, the chance to race closer to home is a rare opportunity—it's a super opportunity for everyone. All of us appreciate the incredible amount of work that we know takes place to make this event happen and the race serves as a hallmark of what can happen when everyone cooperates—local, regional, state and federal entities as well as the private sector—to create a free festival for everyone to enjoy."

The sheer speed and explosiveness of Superleague's SST/120 F-2 boats provide plenty of pumped up thrills and lure. These super-charged crafts climb from 0-100/mph in less than four seconds and reach four-plus G's on the course negotiating turns while barely slowing down.

A field of 12 "pilots," including many of Superleague's top drivers, will compete in a series of Division I qualifying runs and time trials preceding division and championship racing. In addition, spectators can get an up-close look at all competitors at the Superleague "Dry-Pit," located near Palmetto's Riverside Park.

Regatta has a full slate of activities all day long in Palmetto and Bradenton...and everything is free. Complete details are available at: bradentonarearegatta.com. Follow all the fun and activities on Facebook: www.facebook.com/RiverwalkRegatta.

The 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.

* * * *

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.

####