



www.rowingcanada.org

Pride Mobility Products Named an “Official Sponsor of Rowing Canada Aviron’s National Adaptive Club Development Program”

Rowing Canada Aviron (RCA) is pleased to announce a partnership with Pride Mobility Products. This support will help boost RCA’s new adaptive rowing club development program.

“Pride Mobility Products is excited to once again be associated with adaptive rowing in Canada,” said Brian Fisher, Pride Mobility’s Managing Director of Canadian operations, located in St. Catharines, Ont. “It is hoped our partnership with RCA will enhance and grow the visibility and participation across Canada, and in doing so, building a foundation for the National Team to continue their success on the world stage.”

Rowing Canada Aviron has been actively leading the development of adaptive rowing in Canada since 2002. RCA has recognized the profound impact that rowing can have on athletes with a disability and the positive impact that an adaptive program can have within a rowing club. The RCA adaptive club program is being operated in conjunction with Provincial Sport Organizations, the Canadian Paralympic Committee and the Soldier On program and is co-sponsored by Sport Canada.

"This is a great partnership," said Rowing Canada Aviron's VP Marketing, John Lehnen. "The assistance that companies such as Pride Mobility offer is important and contributes to the development of the sport in Canada."

Adaptive rowing is rowing or sculling for rowers with a disability who meet the criteria set out in the FISA (international rowing federation) adaptive rowing classification regulations. The sport is practiced by athletes in 24 countries. It was introduced into the Paralympic program in 2005 and held its first Paralympic events in Beijing in 2008.

Pride Mobility Products® Corp. is the world’s leading designer and manufacturer of mobility products including Jazzy® Power Chairs, Pride® Scooters, Pride® Lift Chairs, and Pride® Silver Star Lifts and Ramps. Quantum® Rehab, a division of Pride Mobility, manufactures innovative, complex rehab solutions. The company, headquartered in Exeter, PA., also has operations in Australia, Canada, Italy, the Netherlands, New Zealand, and the United Kingdom.

Pride Mobility: <http://www.pridemobility.com/>

Contact Rowing Canada Aviron :

*Jackie Skender,
519-452-7213 or 519-200-1835 (mobile)
Email: comm@rowingcanada.org*