



# MATPRA

## MID-ATLANTIC TOURISM PUBLIC RELATIONS ALLIANCE

Press Release

For Immediate Release

## The Mid-Atlantic Region Provides Options Galore to "Take the Waters"

**(Mid-Atlantic Region, USA, April 18, 2018)**- From beachfronts and bayfronts, lakes and lochs, to water parks and white water rafting, the Mid-Atlantic is home to many water-related attractions and events.

The Mid-Atlantic Tourism Public Relations Alliance ([MATPRA](#)) invites you to consider one (or more!) of the destinations listed below, which are sure to meet the need for outdoor play and adventure following the long, cold winter.

Interested in learning more about great places to make a splash across the Mid-Atlantic? Email the contact in the description below for specific information.

### DELAWARE

#### Delaware's Quaint Villages

Don't miss Buccaneer Bash in Bowers Beach- a two-day pirate festival celebration along the Delaware Bay. Enjoy food, good libations, live music, crafters, children's activities, re-enactments, vendors, sword fights, 35 ft. pirate ship, and so much more! Dress like a pirate and join the fun. *Delaware's Quaint Villages, Danielle Jonigan, [djonigan@visitdelawarevillages.com](mailto:djonigan@visitdelawarevillages.com), [VisitDelawareVillages.com](http://VisitDelawareVillages.com)*

### MARYLAND

#### Annapolis & Anne Arundel County

The Spring Sailboat Show, Wednesday Night Sailboat Races, and annual Bay Bridge Paddle get you out on the Chesapeake Bay in America's Sailing Capital! Opportunities include sailing cruises aboard the 74' Schooner Woodwind; Harbor Queen cruises of Annapolis Harbor; kayaking; stand-up paddle boarding; and electric boat and water taxi rides. *Annapolis & Anne Arundel County, Susan Seifried, [sseifried@visitannapolis.com](mailto:sseifried@visitannapolis.com), [VisitAnnapolis.com](http://VisitAnnapolis.com)*

#### Calvert County

Calvert County is brewing with summertime activities. Swim the Chesapeake Bay, paddle the Patuxent, or spend an afternoon fishing and crabbing. Hunt for fossils, shark teeth, and sea glass while you enjoy the majestic views of the cliffs at Flag Ponds Nature Park or Calvert Cliffs State Park. *Calvert County Department of Economic Development, Wendy Rawlings, [wendy.rawlings@calvertcountymd.gov](mailto:wendy.rawlings@calvertcountymd.gov), [ChooseCalvert.com](http://ChooseCalvert.com)*

#### Cecil County

Explore the river shorelines at Elk Neck State Park, camp, and hike to Turkey Point Lighthouse overlooking the Bay. Shop, dine, and stay in historic Chesapeake City along the banks of the C&D Canal. Enjoy the Cecil Food & Wine Fest on the North East River in July. *Cecil County Tourism, Sandy Turner, [sturner@ccgov.org](mailto:sturner@ccgov.org), [SeeCecil.org](http://SeeCecil.org)*

#### Charles County

Discover Stories of Intrigue. Follow the threads of rural roads, waterways and trails, and you can feel the beginnings of countless stories...stories of the past and stories that have yet to be told. Visit Mallows Bay Park and feel free to discover them at your own pace. *Charles County Government, Department of Recreation, Parks, & Tourism, Catherine Herbert, [herbertc@charlescountymd.gov](mailto:herbertc@charlescountymd.gov), [ExploreCharlesCounty.com](http://ExploreCharlesCounty.com)*

#### Frederick County

Carroll Creek Park began as a 1970's flood control project, but quickly turned into Frederick's most popular spot. The 1.3-mile stretch features brick walkways, beautiful bridges, unique public art projects, waterfront dining, and a special events venue hosting concerts and outdoors movies all summer long. *Visit Frederick, Melissa Joseph Muntz, [mmuntz@fredco-md.net](mailto:mmuntz@fredco-md.net), [VisitFrederick.org](http://VisitFrederick.org)*

#### Hagerstown - Washington County

Greenbrier State Park is a multi-use park providing many kinds of recreation centered around a 42-acre freshwater, man-made lake and beach. Visitors to the park can enjoy swimming, canoeing, picnicking, fishing, boating, and more. Swimming is available May through September and anglers enjoy fishing for trout, largemouth bass, and bluegill. Visit Hagerstown, Betsy DeVore, [betsy@visithagerstown.com](mailto:betsy@visithagerstown.com), [VisitHagerstown.com](http://VisitHagerstown.com)

#### **Harford County**

Relaxing by the waterfront is a way of life in Havre de Grace. In this tranquil spot- where the Susquehanna River meets the Chesapeake Bay- stroll the promenade, watch waterfowl or sailboats, tour a lighthouse, go antique shopping, and indulge at popular lunch and/or dinner spots, all overlooking the Bay! Visit Harford, Mindy Schneider, [mindy@visitharford.com](mailto:mindy@visitharford.com), [VisitHarford.com](http://VisitHarford.com)

#### **Kent County**

Kent County is a paddler's paradise. Here you can explore the Captain John Smith Chesapeake National Historic Trail, which includes 90 miles of paddling routes and 35 public landings. With 209 miles of shoreline, rich waterfront heritage, and deep value for nature, this destination has everything a paddler needs. Kent County Tourism, Bernadette Bowman, [mdawson@kentgov.org](mailto:mdawson@kentgov.org), [KentCounty.com](http://KentCounty.com)

#### **Montgomery County**

The Great Falls of the Potomac are considered one of the most spectacular natural landmarks in Montgomery County. Only 15 miles from Washington, DC, the falls are a popular place for kayaking and whitewater rafting. Land lovers can rock climb and hike along the Billy Goat Trail. Visit Montgomery, Cory Van Horn, [cvanhorn@visitmontgomery.com](mailto:cvanhorn@visitmontgomery.com), [VisitMontgomery.com](http://VisitMontgomery.com)

#### **Talbot County**

Whether you prefer a skipjack ride, a ferry trip, or kayaking water trails, Talbot County is your destination for maritime fun - and unparalleled seafood. The Chesapeake Bay Maritime Museum provides hands-on experiences of Bay life and festivals year-round (including the popular Oysterfest. Port town Oxford celebrates 335 years in 2018. Talbot County Office of Tourism, Cassandra M. Vanhooser, [cvanhooser@talbgov.org](mailto:cvanhooser@talbgov.org), [TourTalbot.org](http://TourTalbot.org)

#### **Wicomico County**

Wicomico County has more than 1,000 miles of waterways. Go canoeing, kayaking or fishing, or take a dip in the Nanticoke River at the small, peaceful Cove Road or Roaring Point beaches. Wicomico County is also home to the Whitehaven Ferry, the oldest continuously operating ferry in the country. Wicomico County, Vanessa Junkin, [vjunkin@wicomicocounty.org](mailto:vjunkin@wicomicocounty.org), [WicomicoTourism.org](http://WicomicoTourism.org)

### **PENNSYLVANIA**

#### **Commonwealth of Pennsylvania**

During a Pennsylvania summer, put your toes in the sand at Presque Isle State Park, sail on a pontoon boat at Raystown Lake, get an adrenaline rush whitewater rafting at Ohioyle State Park, and turn up the thrills at Hersheypark's water park. Pennsylvania Tourism Office, Nataie Buyny, [nbuyny@tierneyagency.com](mailto:nbuyny@tierneyagency.com), [VisitPA.com](http://VisitPA.com)

#### **Butler County**

The Regatta at Lake Arthur is "naturally" fun and provides FREE weekend activities for friends and families to enjoy. This annual event is held at Moraine State Park in August and offers land and lake events, along with exciting opportunities to engage with the natural resources of the Park. Butler County Tourism & Convention Bureau, Tiffany Hernandez, [tiffany@visitbutlercounty.com](mailto:tiffany@visitbutlercounty.com), [VisitButlerCounty.com](http://VisitButlerCounty.com)

#### **Central Pennsylvania**

There are few better places to be lakeside than at the Nature Inn at Bald Eagle State Park. In 2017, USA Today named the resort the Best Eco-Friendly Lodge in the Nation. Your room is just steps away from kayaking, fishing, hiking, bike paths, and more. Central Pennsylvania Convention & Visitors Bureau, Andy Rupert, [andy@visitpennstate.org](mailto:andy@visitpennstate.org), [VisitPennState.org](http://VisitPennState.org)

#### **Clearfield County**

Curwensville Lake offers many opportunities to entertain the whole family. Biking, hiking, boating, and fishing are just a few of the activities available at Curwensville Lake. Bring your hot dogs, Frisbee, volleyball, and some friends and enjoy a day or a whole weekend. Visit Clearfield County, Josiah Jones, [jjones@visitclearfieldcounty.org](mailto:jjones@visitclearfieldcounty.org), [VisitClearfieldCounty.org](http://VisitClearfieldCounty.org)

#### **Cumberland Valley**

The Cumberland Valley is home to two lakeside beaches at Pine Grove Furnace State Park in Gardners. With over 26 acres of beach, visitors can swim, boat, and fish with the scenic landscape of the forest around them. Cumberland Valley Visitors Bureau, Aaron Jumper, [aaron@visitcumberlandvalley.com](mailto:aaron@visitcumberlandvalley.com), [VisitCumberlandValley.com](http://VisitCumberlandValley.com)

#### **Endless Mountains**

Loyalsock Creek, Pennsylvania's River of the Year, flows through Sullivan County offering spectacular scenery that includes the region's historic covered bridges, hiking trails, and popular recreation areas. Through all four seasons of the year this waterway offers visitors miles of beautiful scenery to discover in the Endless Mountains! Endless Mountains Visitors Bureau, Morgan Christopher, [sales@endlessmountains.org](mailto:sales@endlessmountains.org), [EndlessMountains.org](http://EndlessMountains.org)

#### **Erie**

Erie is Pennsylvania's ONLY port on the Great Lakes! Presque Isle State Park, the 2017 Top PA Attraction and the 2016 #1 Freshwater Beach in the Country, features 7 miles of sandy beaches, boating, swimming, surrey/pontoon tours, kayaking, hiking/biking trails, concerts, festivals, world-class sunsets, and the Tom Ridge Environmental Center. *VisitErie, Christine Temple, [cvb1@visiterie.com](mailto:cvb1@visiterie.com), [VisitErie.com](http://VisitErie.com)*

#### **Franklin County**

The Chambersburg Aquatic Center features four bodies of water including a "sprayground" with interactive play equipment, a children's pool, activity pool with lazy river, lap pool, and three waterslides. Guests can also enjoy picnic areas and a nine-hole miniature golf course. *Franklin County Visitors Bureau, Lauren Cappuccio, [lcappuccio@explorefranklincountypa.com](mailto:lcappuccio@explorefranklincountypa.com), [ExploreFranklinCountyPA.com](http://ExploreFranklinCountyPA.com)*

#### **Hershey Harrisburg**

New attractions at the Boardwalk At Hersheypark® water park include "Breakers Edge," the world's first HydroMAGNETIC Water Coaster with bobsled turns and splash-filled hills. "Whitecap Racer" is the world's longest mat racer with six lanes dropping 70 feet through tunnels and 360-degree turns. *Watch Video. Hershey Harrisburg Regional Visitors Bureau, Rick Dunlap, [rick@hersheyharrisburg.org](mailto:rick@hersheyharrisburg.org), [VisitHersheyHarrisburg.org](http://VisitHersheyHarrisburg.org)*

#### **Huntington County**

Raystown Lake, the largest lake within the borders of Pennsylvania, features activities such as record-breaking striped bass fishing and shoreline mountain bike riding on the Allegrippis Trails. The Juniata River offers kayaking through the deepest gorge in the Commonwealth. Guests can also enjoy the WildRiver Waterpark at Lake Raystown Resort. *Huntingdon County Visitors Bureau, Edward Stoddard, [estoddard@raystown.org](mailto:estoddard@raystown.org), [Raystown.org](http://Raystown.org)*

#### **Lancaster County**

Visitors and locals alike love to get out on and along the Susquehanna River, Lancaster County's western border. From hiking/biking trails to varied levels of rock climbing, kayaking, and paddle boarding in its sparkling waters, the mighty Susquehanna offers loads of outdoor activities. *Discover Lancaster, Joel Cliff, [jcliff@discoverlancaster.com](mailto:jcliff@discoverlancaster.com), [DiscoverLancaster.com](http://DiscoverLancaster.com)*

#### **Laurel Highlands**

Have a mild or wild water adventure on the Youghiogheny River in Pennsylvania's Laurel Highlands! Paddle your way down a leisurely stretch of flat water while enjoying the view with your family or challenge yourself with some of the best kayaking and whitewater rafting on the East Coast. *Laurel Highlands Visitors Bureau, Anna Weltz, [aweltz@laurelhighlands.org](mailto:aweltz@laurelhighlands.org), [LaurelHighlands.org](http://LaurelHighlands.org)*

#### **Lehigh Valley**

Make a summertime splash at Dutch Springs. Located in Bethlehem, visitors will love slipping, sliding, and climbing around in the expansive Aqua Park, and kayaking, and stand-up paddleboarding around the man-made lake. Dutch Springs is also recognized as one of the top destinations for scuba diving in North America. *Discover Lehigh Valley, Kaitie Burger, [kaitie@discoverlehighvalley.com](mailto:kaitie@discoverlehighvalley.com), [DiscoverLehighValley.com](http://DiscoverLehighValley.com)*

#### **Pittsburgh**

Navigate three rivers at once while enjoying the sunshine, blue skies, and breath-taking views of Pittsburgh's skyline. Check out Kayak Pittsburgh for an exclusive view of bridges, ballparks, and beautiful sky-scrapers right from your own kayak. Not everyone can say they've paddled three different rivers at once! *VisitPITTSBURGH, Kristin Wenger, [kristin.wenger@visitpittsburgh.com](mailto:kristin.wenger@visitpittsburgh.com), [VisitPittsburgh.com](http://VisitPittsburgh.com)*

#### **Pocono Mountains**

The Poconos has many waterways, including 13-mile long Lake Wallenpaupack and the Delaware and Lehigh Rivers. Whitewater rafting is popular on the Lehigh River, right along the charming town of Jim Thorpe. Visitors will be impressed by the views on the Delaware River. *Pocono Mountains Visitors Bureau, Kelly Shannon, [kshannon@poconos.org](mailto:kshannon@poconos.org), [PoconoMountains.com](http://PoconoMountains.com)*

#### **Potter County - Tioga County**

Surrounded by lush forests, Tioga-Hammond and Cowanesque Lakes in northern Tioga County offer 32 miles of shoreline featuring family recreational opportunities. While popular with boaters, the lakes offer "no wake" areas- great for enjoying a quiet day of fishing, enjoying nature, or spotting the regional native and migratory birds. *Visit Potter-Tioga, Morgan Christopher, [morgan@visitpottertioga.com](mailto:morgan@visitpottertioga.com), [VisitPotterTioga.com](http://VisitPotterTioga.com)*

#### **Reading, Berks County**

Jump on in, the water's great in Pennsylvania's Americana Region. Paddle the scenic Schuylkill River - all the way to Philadelphia. Local streams and lakes are perfect for canoeing, kayaking, and fishing fun. Speaking of fish, the Tulpehocken Creek's impressive trout population is revered by anglers and fished year-round! *Pennsylvania's Americana Region, Lisa Haggerty, [lisa@visitpaamericana.com](mailto:lisa@visitpaamericana.com), [VisitPaAmericana.com](http://VisitPaAmericana.com)*

#### **VIRGINIA**

##### **Alexandria**

Located on the Potomac River minutes from Washington, D.C., Old Town Alexandria is a nationally designated historic district founded in 1749. From festivals in waterfront parks to activities like sailing, standup paddle boarding, and kayaking at the Washington Sailing Marina,

there are plenty of water-related activities to enjoy in Alexandria. Visit Alexandria, Leah Spellman, APR, [ispellman@visitalexva.com](mailto:ispellman@visitalexva.com), [VisitAlexandriaVA.com](http://VisitAlexandriaVA.com)

### **Charlottesville & Albemarle County**

Charlottesville & Albemarle County has plenty of water-related options for fun in the sun! From the sandy beaches of Chris Greene Lake, refreshing swimming holes at Sugar Hollow, to leisurely tubing down the James River, the Charlottesville area provides multiple ways to stay cool, while enjoying the great outdoors! Charlottesville & Albemarle County CVB, Bri Warner, [warnerb@charlottesville.org](mailto:warnerb@charlottesville.org), [VisitCharlottesville.org](http://VisitCharlottesville.org)

### **Fairfax County**

Enjoy a unique perspective of the glistening Potomac River from the East Lawn at George Washington's Mount Vernon or from water via a riverboat cruise straight to his personal dock. Alternatively, burn some energy at a local waterpark or kayak Belmont Bay amidst the bald eagles at Mason Neck. Visit Fairfax, Ali Morris, [amorris@fxva.com](mailto:amorris@fxva.com), [FXVA.com](http://FXVA.com)

### **Hampton**

Enjoy the best of the Chesapeake Bay at Hampton's Buckroe Beach. At this wide, uncrowded beach, you'll find more than sand and water. Buckroe features the James T. Wilson Fishing Pier, where tackle is available for rent. Rent a jet ski from Hampton Watersports for adventure at the beach. Hampton Convention and Visitor Bureau, Elizabeth Severs, [elizabeth.severs@hamptoncvb.com](mailto:elizabeth.severs@hamptoncvb.com), [VisitHampton.com](http://VisitHampton.com)

### **Harrisonburg**

Non-stop thrills await both indoors and out at the Massanutten WaterPark. Enjoy the water fortress, inflatable adventures, body slides, pools, lazy river floats, wave pool, and hot tubs, just 14 miles east of the city's center. Westover pool hosts Dog Days Dog Swim on the last Sunday in August! Harrisonburg Tourism & Visitor Services, Brenda Black, [brenda.black@harrisonburgva.gov](mailto:brenda.black@harrisonburgva.gov), [VisitHarrisonburgVA.com](http://VisitHarrisonburgVA.com)

### **Lexington & Rockbridge**

Designated a Virginia Scenic River, the Upper James River Water Trail includes nearly 75 miles of river, mountain views, and wildlife. Class I & II rapids, outfitters, and expert fishing guides make the trail perfect for paddlers of all skill levels for a half-day float or a multi-day camping adventure. Lexington & Rockbridge Area Tourism, Patty Williams, [marketing@lexingtonvirginia.com](mailto:marketing@lexingtonvirginia.com), [LexingtonVirginia.com](http://LexingtonVirginia.com)

### **Lynchburg**

Lynchburg floats your boat! Experience the history, health, and future of the James River via canoe or kayak courtesy of James River Adventures. Don't miss the annual Lynchburg Launch of the James River Batteau Festival. Cheer 19th century freight boat reproductions heading on their eight-day river odyssey! Lynchburg Office of Economic Development & Tourism, Krista Boothby, [krista.boothby@lynchburgva.gov](mailto:krista.boothby@lynchburgva.gov), [LynchburgVirginia.org](http://LynchburgVirginia.org)

### **Prince William County**

Kayak or Paddleboard up the Potomac River at Leesylvania State Park. This sanctuary offers visitors the chance to hike, bike, camp, paddleboard and kayak just 30 miles outside of Washington D.C. With over a mile of beachfront on the Potomac it makes for the perfect escape near our nation's capital. Prince William County Office of Tourism, Nicole Warner, [nwarner@pwcgov.org](mailto:nwarner@pwcgov.org), [VisitPWC.com](http://VisitPWC.com)

### **Richmond**

The James River runs through downtown, providing rare Class III and IV rapids in a city center. Adventurers enjoy guided kayaking and paddleboarding tours by Riverside Outfitters. Come for the Dominion Energy Riverrock in May, featuring the "SUP with your Pup" event and the Sierra Nevada Down River Paddle. Richmond Region Tourism, Meghan Gearino, [mgearino@visitrichmondva.com](mailto:mgearino@visitrichmondva.com), [VisitRichmondVA.com](http://VisitRichmondVA.com)

### **Virginia's Blue Ridge**

Smith Mountain Lake in Virginia's Blue Ridge offers pure relaxation and fun in the sun. Paddle, sail, float, and boat along 500 miles of pristine shoreline; and enjoy waterfront cuisine, shopping, and entertainment year-round at annual lake festivals like the Fall Chili Festival, SML Wine Festival, and Pirate Days. Visit Virginia's Blue Ridge, Taylor Spellman, [tspellman@visitvbr.com](mailto:tspellman@visitvbr.com), [VisitVBR.com](http://VisitVBR.com)

## **WEST VIRGINIA**

### **Hampshire County**

Real water-based getaways abound in Hampshire County where you can paddle down the Potomac River spotting eagle soaring along a 6-mile stretch only accessible by canoe. Escape to Shangri-La, Capon Springs Resort. Drink, swim, and soak in the famous Capon Springs healing water! Hampshire County Convention & Visitors Bureau, Jonathan Bellingham, [info@cometohampshire.com](mailto:info@cometohampshire.com), [ComeToHampshire.com](http://ComeToHampshire.com)

### **About Mid-Atlantic Tourism Public Relations Alliance**

The Mid-Atlantic Tourism Public Relations Alliance (MATPRA) is a cohesive unit of regional tourism partners encompassing Delaware, Maryland, Pennsylvania, Virginia, West Virginia and Washington, D.C. The group serves travel journalists by creating a regional resource that ignores geographical boundaries. The Alliance promotes common threads and offers saleable stories to journalists about the mid-Atlantic destination as a whole. For more information, visit [www.matpra.org](http://www.matpra.org).

**Mid-Atlantic Tourism Public Relations Alliance**

Jennifer Sigal

MATPRA Chair 2017-2018

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