



FOR IMMEDIATE RELEASE
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NRS Donates a Portion of Sales from the Pink Guru PFD to Cancer Awareness

Moscow, ID - Every paddler must have a life jacket (PFD), it's an essential piece of safety gear. Now paddlers can pick up a brightly colored pink PFD and support cancer awareness at the same time. NRS is donating \$5.00 from the sale of every pink NRS Guru PFD to the non-profit group Paddling for Cancer Awareness (P4CA).

P4CA is a group of volunteer boaters who reach out to other canoeists, kayakers and rafters to encourage and educate the importance of early cancer detection and treatment along with lifestyle changes to enhance survival.

The volunteers travel to paddling events, where they pass out literature, talk to boaters, network with local treatment centers and provide outings for cancer survivors and their loved ones. They have a large pink canoe they take to the events, put in parades and use to take survivors and their families out on the water.

Robert "Gator" Crump, a wholesale account manager at NRS explained how he came across P4CA. "I remembered reading a little bit about the pink canoe that traveled around to paddling events. When NRS decided to donate a portion of sales to some form of cancer awareness, it seemed like a great fit to keep it in the boating world. P4CA is a small group of fellow boaters with a limited budget. NRS will be able to almost double their yearly budget with the amount we will donate to their cause."

NRS is a leading manufacturer and distributor of innovative, rugged boating apparel, accessories and inflatable boats. Started in a home garage in 1972, the company has grown to be a major force in the paddlesports industry, satisfying customers in the U.S. and over 40 other countries worldwide.

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