



**FOR IMMEDIATE RELEASE**

**Tickets Now On Sale for  
2003 Canoe/Kayak World Championships at Lake Lanier**

*Thousands of Fans to Converge on Gainesville September 10-14 for*

*First Event of Its Kind in United States*

**GAINESVILLE, Ga., Aug. 15, 2003** – Tickets went on sale officially today for the 33<sup>rd</sup> International Canoe Federation Flatwater Racing World Championships, presented by The Jim Walters Management Company and Cellular World, to be held Sept. 10-14 at the Lake Lanier Olympic Center. The event will be the first canoe/kayak World Championships ever held in the United States and is the major qualifying event for the 2004 Summer Olympic Games in Athens, Greece.

**Opening Ceremonies Passes:**

The reputation Gainesville earned as a first-rate competition host in 1996 will be proven once again during the opening ceremonies celebration on Sept. 10 at the Georgia Mountain Center. A procession of athletes and coaches from all over the world will kick off the event with the showing of colors from the 78 nations competing. Following the procession, musical performances by a spectrum of artists including the Gainesville Symphony will interpret the best in regional music while dancers, acrobats and aerialists put on what can only be described as a Cirque-like performance amid a dazzling light show.

- **Price:** \$25 per person
- **How to order:** Visit [www.LanierCanoe2003.org](http://www.LanierCanoe2003.org) or call the Georgia Mountain Center Box Office at (770) 534-8420. Note: An opening ceremonies pass is included with the purchase of a four-day VIP pass (see “World Championships” below).

**World Championships Passes:**

Expected to draw approximately 2,000 spectators a day from the United States and abroad, and with more than 1,000 athletes and officials from 78 nations will be in attendance, the event is the largest canoe/kayak world championships ever in terms of the number of participating countries. To prepare for the event, the Lake Lanier Olympic Center is undergoing a \$1.4 million renovation project to update and expand the existing facility.

- **Prices:**
  - Four-Day Pass:
    - \$75 (General Admission)
    - \$275 (VIP, Opening Ceremonies pass included)
  - One-Day Passes:
    - Thursday: \$15 (General Admission), \$75 (VIP)
    - Friday: \$15 (General Admission), \$75 (VIP)
    - Saturday: \$25 (General Admission), \$100 (VIP)
    - Sunday: \$25 (General Admission), \$100 (VIP)
- **How to Order:** Visit [www.LanierCanoe2003.org](http://www.LanierCanoe2003.org) or call the ticket sales office at (770) 287-7888 ext. 30.

More information about the 33<sup>rd</sup> International Canoe Federation Flatwater Racing World Championships, including schedule of events, participating nations, team registration, accommodations and transportation is available online at [www.LanierCanoe2003.org](http://www.LanierCanoe2003.org).

###

**Media Contacts:**

Randall Kirsch  
Jackson Spalding Communications  
404.724.2516  
rkirsch@jacksonspalding.com

Eric O'Brien  
Jackson Spalding Communications  
404.724.2511  
eobrien@jacksonspalding.com