



February 23, 2010

**FOR IMMEDIATE RELEASE**

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**Heart of Texas Regatta – March 6-7, 2010**

AUSTIN, TX Austin Rowing Club will host the Heart of Texas Regatta on Saturday and Sunday, March 6 & 7, 2010. The 7-lane, fully buoyed race course is installed on Lady Bird Lake just east of I-35. Festivities on land take place at Festival Beach Park. Approximately 1,100 competitors from over 30 rowing clubs will compete during the 2-day event. Athletes represent 15 cities in 5 states. Events include several boat classes in Adaptive (Paralympic), Junior (High School), Open, Collegiate and Masters categories.

Austin Rowing Club has hosted the Heart of Texas Regatta annually in March since 1983. The event has grown to become the largest rowing regatta in the Southeast Region, with races starting every 8 minutes from 8am through 4pm both days.

The first regatta of the spring for most competitors, the Heart offers high school and collegiate teams an early-season racing opportunity. The University of Texas, Baylor University, Louisiana State University, Milwaukee School of Engineering, Northwestern State University (LA), Oklahoma City University, St. Edwards University, Texas A&M, and Texas A&M Galveston are among the colleges that will test their speed at Lady Bird Lake.

Masters events will be contested by several clubs from Texas, including Austin, Dallas and Houston, and from clubs as far away as Portland, OR. Masters racing is split into age categories. Masters competitors at the 2010 Heart will range in age from 21 to 76 with rowers competing within their age group. There is also a novice category for athletes in their first year of rowing.

**Regatta Sponsors -**

Local sponsors of the 2010 event include the Holiday Inn Lady Bird Lake, Cannoli Joe's Restaurant and the City of Austin Parks and Recreation Department. Others include Boathouse Sports, Clif Bar, Hudson Boatworks, JL Racing, Midwest Rowing, Prairie Rowing, Printbrands, Regatta Sport, Sport Graphics Photography and Sykes Racing.

**About Austin Rowing Club -**

Austin Rowing Club is a non-profit 501c3 organization dedicated to promoting the sport of rowing in Austin, Texas. ARC is a partner of the City of Austin Parks and Recreation Department. ARC offers a variety of affordable rowing programs for junior and adult rowers. Each year, ARC hosts three nationally recognized rowing events at Lady Bird Lake, and sends members to competitions all over the world. Rowing is a low-impact, total-body sport which involves elements of strength and cardiovascular fitness.

**Contact -**

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Event website: [http://austinrowing.org/heart\\_of\\_texas.php](http://austinrowing.org/heart_of_texas.php)