



## Press Release

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# Noodles Announces 3rd Annual Stand Up Paddleboard (SUP) Luau Races in Naples

-- Saturday, May 5 fundraiser on downtown Naples waterfront to benefit Special Olympics Collier County --

Naples, FL: (January 30, 2012) . . . Matt Berman, founder of the Original Noodles Italian Café & Sushi Bar, today announced the restaurant's title sponsorship of the Third Annual Stand Up Paddleboard (SUP) Luau Races to benefit Special Olympics Collier County.

SUP Luau Races will be held Saturday, May 5 from noon until 3 pm at Bayfront Marketplace and marina on Naples Bay near US 41 and Goodlette Road in downtown Naples. According to Berman, luau theme of SUP races, featuring grass skirts, straw hats, leis, flowers and Polynesian barbecue, is a tribute to SUP's Hawaiian roots.

Two levels of sponsorships are available at \$500 and \$1,000. Silent auction items are also sought to help raise funds.

*“Kuy Hoe He’e Nalu* is the Hawaiian translation to stand, to paddle, to surf a wave,” Berman explains. “SUP is an alternative to surfing that’s fun, versatile and an excellent cross-training exercise that can be done on any waterway,” says Berman. “It can be a peaceful paddle on flatwater or it can be an intense workout if you paddle hard,” he adds.

Three SUP division races will take place along one mile of Naples picturesque waterfront as follows: 12 noon Boys & Girls ages 10-16; 1 pm – Women’s Open; and 2 pm – Men’s Open. Trophy presentations at Shane’s Cabana Bar immediately follow the final race. SUP Luau Races are open to the public.

Preregister to paddle at Noodles Italian Café & Sushi Bar or Shane’s Cabana Bar, although registration opens at 9 am on race day. Each stand up paddler is asked to donate a \$25 registration fee, which will go to Special Olympics Collier County, adding to what Berman has donated and raised through sponsorships. Paddlers are asked to bring their own boards, although Naples Kiteboarding and True Water Sports will provide boards at NO CHARGE.

Noodles hosted the SUP races last year attracting more than 100 paddlers and created a family-friendly festival on Naples downtown waterfront while raising funds more than \$30,000 for Special Olympics Collier County.

“Every year, people learned how to stand up paddle and discovered how fun it is,” Berman says. “SUP is a variation of surfing where you stand up straight, feet shoulder width apart on a wide, extra long surfboard that is thicker and wider than normal surf boards to provide more stability,” he explains. “You use a long, lightweight paddle to glide over the water, as relaxing or as vigorous as you want to make it,” he adds. The paddle stroke works arms and abdominal muscles, while standing on the tippy board improves balance.

“SUP Luau Races cater for all skill levels, people of all ages and fitness levels can enjoy, so if you’ve got a few hours to spare, head down to the waterfront at Bayfront on Saturday morning, May 5 and either have a paddle or encourage someone else,” he adds. “You’ll feel good and help raise funds for Special Olympics Collier County.”

### *About SUP*

SUP gives the benefit of a total body workout, building strength through balance and resistance and is especially good at working the core muscles of your torso. SUP is gaining in popularity as celebrities are sampling the sport and cross-over athletes are training with SUP. Famous celebrities taking up SUP around the world including Jennifer Aniston, Pierce Bronsan, Jennifer Garner, Cindy Crawford, Michelle Williams, Kate Hudson, Rihanna, Matt Damon, to name a few.

### *About Special Olympics*

Founded in 1968 by Eunice Kennedy Shriver and headquartered in Washington, D.C., Special Olympics has programs in over 150 countries and all 50 states and territories in the U.S. that provide year-round sports activities for more than one million athletes with intellectual disabilities.

*About Noodles Italian Café & Sushi Bar*

Serving Southwest Florida since 1991, the original Noodles Italian Café & Sushi Bar is located in the Mission Square Plaza at 1585 Pine Ridge Road in Naples. For more information, call (239) 370-6577 or visit [www.noodlescafe.com](http://www.noodlescafe.com).

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