

FOR IMMEDIATE RELEASE, Nov. 27, 2007
Media contact: Lee Hart, Brand Amp, 719.539.7788

Jackson kayakers featured in NOMADS episode airing worldwide Dec. 7

Rock Island, TN – World Champion kayaker Eric “EJ” Jackson and his family will be featured in an upcoming episode of NOMADS, a one-hour, high-definition television show that is part action/adrenaline sports, part travel documentary.

During the heart of Jackson Kayak’s Summer 07 Fun Tour, film crews from NOMADS production team WINK Inc., traveled with the Jacksons as they made their way to British Columbia, Washington, and Colorado for some unique kayaking opportunities, as well as the Junior Olympics where the Jackson kids competed.

“My family is honored to be included in the NOMADS series. I’m looking forward to the world getting better acquainted with the lifestyle and values my family represents,” said Jackson, who says he was a fan of the producers of NOMADS before he was ever approached about starring in a segment.

The resulting documentary airs Dec. 7 on EchoStar’s DISH network and Cablevision’s iO digital cable service reaching more than 190 million homes in 34 languages throughout 165 countries. Filmed entirely in high definition, the unique series captures the nomadic lifestyles of some of the world’s most talented athletes in sports such as big wave surfing, B.A.S.E. jumping, snowboarding, rock climbing, freeskiing and more in 28 action-packed segments.

Now in its third season, NOMADS creates an inside perspective that allows the viewer to be part of the trip and adventure. “EJ and the Jacksons are the perfect subject for NOMADS. They have been true Nomads for decades—and their unique take on life is only surpassed by their absolute dominance of their sport,” said Jason Winkler, WINK Inc. founder and president. “To cap it all off, they are all dynamic characters who will resonate with every viewer in every corner of the globe. I have known the Jacksons for years and it was clear that they would be perfect to work with on NOMADS!”

About the Jacksons. Reigning four-time World Freestyle Kayak Champion Eric “EJ” Jackson is the founder of Jackson Kayak, America’s top-selling brand of whitewater kayaks. A former, Olympic slalom competitor, Jackson is also the author of numerous instructional books and videos. Jackson has been a member of the US National Kayak Team since 1989 in either slalom or freestyle.

Emily Jackson is the reigning World Junior Women’s Freestyle Kayak Champion and holder of three consecutive pro women’s championships at the prestigious Teva Mountain Games at Vail. She is the youngest female to ever paddle African’s legendary Nile and Zambezi rivers. She is a member of the US National Freestyle Kayak Team.

Dane Jackson is the reigning bronze medalist in the World Junior Men’s Freestyle Kayak Championships. He is the youngest person to ever paddle African’s legendary Nile and Zambezi rivers. He is the youngest ever member of the US National Freestyle Kayak Team. This year, he became the youngest paddler to ever finish in the top three of a men’s pro freestyle kayaking event, when he placed third at Teva Mountain Games in Vail.

Visit <http://www.JacksonKayak.com> for more details about these amazing athletes.

About WINK Inc. WINK Inc. is the premiere television and event production company, specializing in a wide variety of action and adventure sports. Wink Inc. is made up of a team of hardworking, cutting edge producers, cinematographers, videographers and event management professionals, carefully chosen for their expertise in each sport or genre of production. For more information on Wink Inc visit the website at: www.winkincproductions.com
<<http://www.winkincproductions.com/>>