Natalie Moe For Immediate Release:

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**Media Alert**

**Milwaukee Kayak Company Launch Event**

* What: Milwaukee Kayak Company’s opening weekend is the last week of April. To kick off the season MKC will feature a First Launch event. MKC will kick off the event with a speech by owner Beth Handle. Her announcements will include information on new tours and information on the company’s special plans for this season. Reporters will be given the chance to interview CEO Beth Handle
* When: April 15
* Who: Reporters interested in local Milwaukee companies
* Where: 318 Water Street

Milwaukee, WI 53204

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