

## ADVENTURE ROME 'N AROUND

**T**hanks to an endless array of trails and waterways, Greater Rome has long been popular as an outdoor recreation destination. Now, whether you are an avid outdoor enthusiast or just looking for a new way to join your family and friends in some local fun, *Adventure Rome 'N Around* can help make your outdoor excursion even more exciting.

Adventure Rome 'N Around opened this past fall after **Ed Watters**, who also owns *Watters & Associates Landscaping*, decided to turn a love for the outdoors into a business opportunity that would benefit others from around Rome and Floyd County with similar interests.

"Ed was actively involved in triathlons and adventure racing and got excited about increasing activity on the river and hiking and biking trails in and around Rome," said **Jim Hunter**, who manages Adventure Rome 'N Around. "We studied the Rome market, its providers, existing services, and the overall potential for introducing boat, bike, and equipment rentals. There was a well-defined need expressed by the City of Rome, the Convention and Visitors' Bureau and the public."

Watters has since purchased an historic building in downtown Rome on the bank of the Etowah to serve as Adventure Rome 'N Around's headquarters. That is where the adventure begins.

"In the fall of 2006 we purchased a fleet of canoes, kayaks, bikes, canoe trailer, and a 15-passenger van and immediately began rentals and guided trips," Hunter said.

Canoeing and kayaking rentals and trips have been the most popular, according to Hunter. Adventure Rome 'N Around has also helped lead moonlight paddles and group paddling excursions, and joined with the *Coosa River Basin Initiative* to host a very successful kayak tug-o-war.

But, according to Hunter, you don't have to get wet to enjoy an outdoor adventure in the community.



"A wonderful trail system in our downtown and neighborhood parks is ideal for biking, running, roller blading, etc.," Hunter said. "*Berry College* is an incredible playground for the serious or casual outdoor enthusiast and has unlimited trails to discover."

Berry also provides a great partner for Adventure Rome 'N Around in helping outdoor enthusiasts gain knowledge and experience in advance of their trip.

"Anything can happen in the woods or in the water," Hunter said. "The more knowledge and preparation you have to deal with the unexpected will be to your advantage. The plan is for Adventure Rome 'N Around to provide opportunities for individuals to receive additional

training, education, and instruction in different areas of outdoor recreation. The best way to do that is to hook them up with the local experts such as **Mike King** at Berry College or **Joe Cook** with CRBI. Actively promoting and collaborating with other providers is key to increasing interest and activity."

For those with interest, Adventure Rome 'N Around would love to provide the activity. It facilitates outdoor recreational opportunities for families, groups, businesses and individuals of all ages and skill levels.

For more information, call Adventure Rome 'N Around at 706.252.4785 or check out its website at [www.adventurerome.com](http://www.adventurerome.com).



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