

# Making a splash at Open Air Demo

What's following the footsteps of SUP: log rolling, foam arrows and more

→ **SUP WENT FROM FRINGE SPORT**, getting weird looks and wide-eyed stares three years ago to being a powerhouse of sales growth and an alternative to traditional watersports like canoeing and kayaking.

At the Wednesday's Open Air Demo, new, alternative outdoor products hit the water running, literally.

If you ever watched ESPN's Great Outdoor Games, which ended after its last showing in 2005, you probably remember seeing Lizzie Hoeschler Horvitz, two-time world champion and director of sport development for Key Log. From a family of competitive log rollers that includes her eight-time world champion mom and three competitive siblings, Lizzie's goals have come to include not only competing, but also growing her sport.

"We are pretty fringe now. Log rolling is rooted in history, but it used to be that you needed to have lakefront property in order to partake because there is really no way to move a 400 lb. cedar log."

Her family, with the help of engineers came up with a solution to the accessibility problem: the Key Log (MSRP \$1,799). "The Key Log is a means to an end as far as growing the sport of log rolling. It weighs only 58 pounds empty, so people can just throw it on their roof racks." The Key Log's greatest innovation, is an insert that when filled with water, gives the synthetic log the feel and weight of a 400-pound cedar log. They hope to get log rolling popular at summer camps and universities and are even working on developing a P.E. credit. "With minimal impact and no pivoting, it is a really friendly sport."

While Key Log focuses on older kids and teens, **Zing Toys (#177)** has set its sights on an even younger group. Scott Wall, specialty sales director, stopped collecting foam arrows from behind a giant target to share the Oregon Company's story with O.R.D. "We are all about a fun way to get kids off the couch and playing again. Nowadays, kids push a button and the toy does all the work for them. Zing toys are fun shooter toys that don't have batteries and are all hand powered. It is all made of safe, soft foam and is great for kids of all ages." Watching the kids fling foam around looked like so much fun, many parents joined in to take a shot. Zing Toys have a large range of foam shooters including the Zoom Zooka (MSRP \$20), a water and foam blaster.

If extreme is more your style, but impact isn't, listen to the story of one of Eliptigo's founders, Bryan Pate. An injured marine and Ironman triathlete, he wanted to do what he did on his bike again, but without the same impact on his body. As Steve Burton, the national sales manager, described, "It is cutting-edge fringe." Literally an elliptical on wheels, the company has shown the Eliptigo's climbing legitimacy by sending

through treacherous terrain like the Death Ride in California and Mount Washington in New England. "A 71-year-old Marine rode across country on one in 100 days, raising money for Wounded Warriors. It is great exercise for everyone and offers real performance at the same time."

With people going from sport climbing on Monday to whitewater kayaking on Friday and everything in between, the line between alternative and mainstream is being blurred and what we may stare at this year might be the biggest part of the demo day in a few years.

--LORIN PALEY



A stand-up paddler at Jordanelle State Park