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**FOUR ROUNDS OF OLYMPIC MEDALS DECIDED FOR ATHLETES
AT LONDON 2012 OLYMPIC CANOE/ KAYAK SLALOM COURSE**

Strategically Designed Venue Ensures Olympic Challenge and Fair Competition

(London, UK - August 3, 2012) - Three days of final competitions at London 2012's Lee Valley White Water Centre have produced four sets of Olympic medals for triumphant Canoe/ Kayak Slalom athletes and their home nations. Out of 12 total medals, France, Germany, Slovakia, and Great Britain garnered two medals each, including two gold medals for France. The remaining four medals went to Italy, Australia, Czech Republic, and Spain.

A gold medal came in the form of the ultimate birthday present for Italy's Daniele Molmenti, who turned twenty eight on the day of his Olympic men's kayak final. But, there were no easy paths to the finish line for any of the Slalom medalists. Paddling along side a packed stadium of 12,000 lively fans each day, the final competition course proved both physically demanding and technically challenging for all the athletes. "The second part of the course was really hard," said Molmenti. "I knew that on paper that if I didn't make any mistakes it would be very hard to beat."

Those making it into the finals were tested in true Olympic context, having to navigate the course's steep gradient and explosive hydraulic features. "I took some risks because I had nothing to lose and I knew I needed to go fast," said Emilie Fer who became the first French woman to win an Olympic gold medal in the women's kayak category. To be the fastest, racers had to work to keep their boats on line and manage tricky maneuvers while avoiding costly penalties.

British fans went absolutely bonkers when Team GB boats Tim Baillie / Etienne Stott and David Florence / Richard Hounslow won gold and silver respectively in the men's double canoe, edging out the number one ranked Hochschorner twins of Slovakia who had taken home gold from the last three consecutive Olympic contests. "That was the most difficult start line I have ever been on," remarked David Florence of the UK's silver medal pair. "When we look at how to do C2 well, we look at the Hochschorners. We are honored to have beaten them today."

While athletes and coaches reflect on the difficulty of London's new Olympic-grade rapids, Whitewater Parks International, the firm that designed the Lee Valley course, takes special satisfaction in knowing they strategically used lessons learned from previous Olympic courses to minimize surging and unstable currents that might have otherwise unevenly affected race results. As USA Head Slalom Coach Silvan Poberaj observes, "The whitewater at Lee Valley is hard, yet really consistent. For competition, I think this course is the best of all the international venues – it's the most fair for the athletes."

About Whitewater Parks International (WPI)

WPI brings together more than thirty years of specialization in whitewater sports, specifically in design, development and operation of state-of-the-art facilities and paddling-oriented programs. With offices in Sydney, Australia and Glenwood Springs, Colorado, the company and its international network of industry experts offers professional resources for creating financially sustainable and community enhancing projects, such as London's 2012 Olympic Canoe/Kayak Slalom venue, the Lee Valley White Water Centre, and the Penrith Whitewater Stadium built for the Sydney 2000 Olympics. For more information, please visit www.whitewaterparks.com or call +1 970/ 948-7772