



## **New: Explore Alameda's Waterfront with Sea Trek Kayak & SUP Center's New Alameda Location**

*In operation for over 42 years, Sea Trek will open a new location  
within Alameda's Ballena Isle Marina in spring 2024.*

SAUSALITO - October 18, 2023 - Seasoned paddlers and beginners alike will have a new and protected location to explore the San Francisco Bay. Sea Trek proudly announces the opening of its [Alameda](#) location to enable East Bay residents and visitors to explore this historic and naturally abundant corner of the Bay by kayak and stand up paddleboard. Located on the west side of Alameda Island within the Ballena Isle Marina, Sea Trek will provide tours, rentals, classes, storage, and launching access beginning spring of 2024.

Founded as the first commercial sea kayaking business in California, Sea Trek is now led by Galen Licht, the founder's son who is CEO and co-owner. "For 42 years, our vision remains the same: Have fun and help as many people as possible access and experience paddling as a way to connect deeply with the Bay, oneself, wildlife, family, new friends, and our communities," shared Licht.

Already providing watersport access for 15,000 people annually at their award-winning Sausalito location, the company will enable more pathways for East Bay residents to get on the water with the new Alameda location. "Introducing Sea Trek to Alameda will be instrumental in furthering our goal of expanding accessibility for the entire East Bay and beyond," says Licht.

### **Exploring a Secret Gem of the San Francisco Bay**

Steeped in natural and human history with stark vestiges of Alameda's WWII importance, the island's western waterfront is often one of the calmest and warmest parts of the Bay. Abundant waterfowl, sea life, and nearly 6 miles of sandy beaches await paddlers. The harbor offers a calm place to play, learn and explore all while taking in epic views of the downtown San Francisco skyline.

As this part of Alameda continues to experience a welcomed transformation, Sea Trek plans to provide opportunities to have fun on the water with 6-7 days per week of operation year-round plus an upgraded launching facility. The company will feature tours for all levels to explore Alameda's unique environment and to learn stand-up paddleboard, kayak, and surfski skills.

### **Investing in Communities**

Investing in local communities is baked into Sea Trek's DNA with a commitment to enabling more diverse populations to explore the Bay by paddle craft. "Our [Sea Trek CARES™ program](#) supports stewardship and community," says Licht. "Since launching Sea Trek CARES™ in 2017, we are dedicated to increasing community involvement and fostering collaboration for the conservation and

stewardship of Richardson Bay, San Francisco Bay, our international destinations and now Alameda,” Licht added.

### **About Sea Trek**

When Bob Licht founded Sea Trek in 1982, it was the first commercial sea kayaking business in California. The company is now run by Bob’s son, Galen Licht, who continues the commitment to service, education, and safety that has made Sea Trek a success. The company offers classes, trips, and rentals for kayaks, surfski, and stand-up paddle boards in Sausalito, Tomales Bay, Mexico, Italy, the Channel Islands and soon, Alameda. The company has been named “Best Watersports Company” in Marin by Pacific Sun Magazine 3 years in a row.

For more information, please contact:

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