

**FOR IMMEDIATE RELEASE**  
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## **PURE FORT MYERS BRINGS NEW BOAT RENTAL AND FISHING CHARTER OPTIONS TO DOWNTOWN FORT MYERS**

**FORT MYERS, Fla. – February 17, 2015** – Beginning March 1, Pure Fort Myers will offer boat rentals and fishing charters out of The Marina at Edison Ford in downtown Fort Myers. Local water-attraction Pure Fort Myers opened this past summer of 2014, offering river cruises on the Caloosahatchee to guests and residents of the area.

We are very excited to offer these new activities and future services to our guests', exclaimed Captain Harry Julian, Owner of Pure Florida Group. "We provide residents and visitors opportunities to experience Southwest Florida in its purest form. Through our unparalleled customer service, maritime expertise and passion for clean, family-fun, we will continue to grow and connect guests with the nature and history of the areas we service.

The addition of these offerings provides those looking to have fun on the water with a full array of maritime activities. Guests are invited to take an excursion up the Caloosahatchee River on the M/V Edison Explorer with certified captains, naturalists and historians to learn about the rich history of the area and its eco and water system. The excursion gives passengers a panoramic view of the historic railway bridge, takes them up the river to see dolphins, manatees, birds and other abundant wildlife native to the area – all while experiencing the best sightseeing Fort Myers has to offer.

Private charters and sunset cruises are also available and additional activities may be added in the future to meet the needs and wants of guests. Pricing for rentals and charters varies. For more information or to book your next adventure with Pure Fort Myers, please call (239) 919-2965 or visit [PureFortMyers.com](http://PureFortMyers.com).

### **ABOUT PURE FORT MYERS**

Founded in 2014 by Captains Lance and Harry Julian, a father and son team, Pure Fort Myers is part of the Pure Florida Group and summarizes five generations of maritime connections. Similar to its sister company, Pure Naples, the company owns and operates the M/V EDISON EXPLORER for sightseeing, eco and river excursions as well as sunset cruises. Pure Fort Myers takes guests up the Caloosahatchee River to experience the nature, ecology and history of Fort Myers from the river with certified captains, naturalists and historians. Each of these trips gives passengers a panoramic view of the Edison & Ford Winter Estates from the water and the historic railway bridge, and up the river to see dolphins, manatees, birds and other abundant wildlife native to the area.

Pure Fort Myers river excursions depart from The Marina at Edison Ford, 2360 W First St, Fort Myers, FL 33901. Contact (239) 919-2965 or [www.PureFortMyers.com](http://www.PureFortMyers.com) for more information or to book your next adventure.



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