

GlowRow Sets First Documented Record for 50 Illuminated Kayaks on the Water

Southern Living-featured Texas outfitter sends 50 illuminated kayaks & 74 paddlers in Corpus Christi in event confirmed as first of its kind by Guinness inquiry

CORPUS CHRISTI, TX, UNITED STATES, August 12, 2026 /EINPresswire.com/ -- [GlowRow](#)®, the Texas-based nighttime kayaking company recently featured in [Southern Living](#) as the definitive after-dark adventure on the Corpus Christi coast, set the first documented record for a simultaneous illuminated kayak launch on Saturday, August 8, 2026, sending 50 illuminated kayaks and 74 paddlers onto the water at once from its North Padre Island launch site adjacent to Doc's Seafood and Steaks.



A group of adventurers are lined up on the kayak launch at Doc's, waiting their turn to board a GlowRow kayak for their experience in the evening.

A pre-event inquiry to Guinness World Records confirmed no prior record exists for the category. The launch was independently witnessed and documented by Visit Corpus Christi, which was on site with drone coverage, and by Doc's Seafood and Steaks ownership.

The event was formally coordinated in advance with the United States Coast Guard, which broadcast marine safety notifications on official channels for two hours before and two hours after the launch to alert commercial vessel traffic along the Gulf Intracoastal Waterway.

"This is something that had never been done in the sport, and we set out to prove it could be," said Zachary Jurasek, Founder of GlowRow®. "Fifty illuminated kayaks on the water at once, coordinated with the Coast Guard, executed cleanly, and documented independently. Saturday night was GlowRow® showing the world what this category is capable of, and where the bar sits now."

"I was coming over the JFK Bridge and looked down from the top of the bridge, and it was nothing short of impressive," said Fred Soward, Owner of Doc's Seafood and Steaks.

The Operations Story Behind the Spectacle

Planning for the August 8 launch began in May 2026 and required months of pre-planning across weather monitoring, safety, USCG coordination, and on-water logistics. GlowRow® exclusively uses FAA-certified weather stations, the same instruments the FAA installs at airports, to make launch decisions. The company maintains a 100 percent survival rate across its operating history and enforces an 18-and-over paddler policy on all tours.



GlowRow Adventure seekers are in a magnificent sunset while relaxing on their tour on the Laguna Madre

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*Zack Jurasek, Founder of
GlowRow*

"This really showed what GlowRow® is capable of," said Jonathan Martinez, GlowRow® Lead Guide and Site Manager, who was the first guide ever hired by the company. "It's just amazing."

The launch required coordinated staffing across multiple GlowRow® markets. Guides from the company's Austin, San Antonio, Rockport, and Port O'Connor locations traveled to North Padre Island to support the event, joining the North Padre operations team on site.

The launch also underscored GlowRow's partnership with Doc's Seafood and Steaks, one of the company's most established local collaborations. GlowRow® paddlers receive a two-dollar margarita voucher at Doc's with every North Padre reservation, and the partnership has become part of what the company markets as a full date-night experience: sunset views, waterfront dining, and glow kayaking under the stars.

"I'm beyond proud to be part of a company with this kind of movement behind it," said Christy Jedlicka, GlowRow® General Manager. "I came here thinking it was going to be another kayak operation. Our founder, Zack, keeps pushing the envelope, and Saturday night was proof of that."

Kerrville and Continued Texas Operations

GlowRow® lost its entire Kerrville fleet in the catastrophic July 4, 2025 Guadalupe River flood, and lost Kerrville site infrastructure again in the July 2026 flooding, though its replacement fleet was preserved the second time. The company continues to contribute volunteer efforts while maintaining full operations at its remaining Texas locations.

About GlowRow®

Founded in Texas in May 2021 with its first tours launching in October of that year and official commercial operations beginning March 1, 2022, GlowRow® is the world's premier nighttime glow kayaking company, operating 11 standard launch locations plus 3 special event locations across Texas with a staff of 17. The company has served approximately 50,000 paddlers since launch.



A drone captures the water clarity in the nighttime kayaking shot where GlowRow kayakers are lighting up the water in magnificent Glow-ry

GlowRow® operates crystal-clear kayaks illuminated by its proprietary LED lighting system and patented, trademark-registered glow paddle technology, and enforces a safety-forward operational model built around FAA-certified weather monitoring and USCG coordination.

Recent recognition and awards include: Southern Living, featured as the premier nighttime adventure in Corpus Christi (2026); USA Today 10Best, Number 2 Kayak Tour in the Nation (2025); Excellence in Service Award, UK Travel and Hospitality (2025, 2026); Innovative Experience of the Year, Travel and Hospitality Awards, UK (2024, 2025); Tourism Advocate of the Year (2025); Tourism Rising Star (2025); Experience of the Year, State of Tourism (2024); Tourism Champion of the Year (2024); Small Attraction of the Year, State of Tourism (2023); and Best of the Best Destination, ABA Magazine (2023).

For more information or to book a tour, visit [glowrow.com](https://www.glowrow.com).

Media Contact

GlowRow® Media Team

Phone: 702-720-4569 (GLOW)

Christy Jedlicka, General Manager

Email: info@glowrow.com

Website: www.glowrow.com

Christy Jedlicka
GlowRow
+1 361-463-6411

[email us here](#)

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