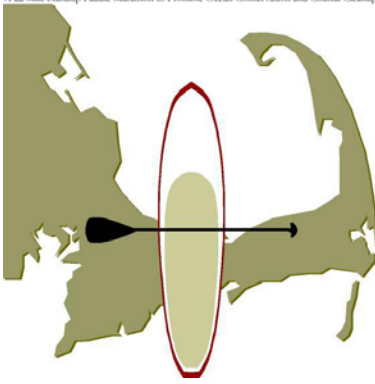


## CAPE COD BAY CHALLENGE

A 22 Mile Standup Paddle Marathon to Promote Ocean Conservation and Coastal Cleanup



## FOR IMMEDIATE RELEASE

**CONTACT:** Bob Babcock  
508.866.9603 | [rcbabcock@comcast.net](mailto:rcbabcock@comcast.net)  
15 Brook Street | Carver, MA 02330

Mike Brown  
617.279.4568 | [mbrown@dtzfhopartners.com](mailto:mbrown@dtzfhopartners.com)  
6 Old Neck Road | Manchester, MA 01944

### **The Cape Cod Bay Challenge**

#### ***A 22 Mile Stand-up Paddle Marathon to Promote Ocean Conservation and Coastal Cleanup***

**Boston, May 7, 2008** – Bob Babcock (Carver, MA) and Mike Brown (Manchester, MA) are pleased to announce the **1<sup>st</sup> Cape Cod Bay Challenge Event**. On August 9, 2008, a small group of stand-up paddle surfers will attempt a grueling marathon paddle across Cape Cod Bay from Plymouth to Provincetown to raise awareness and money to help stop the ever growing problem of pollution in our oceans and along our shores. Trash in the ocean kills more than one million seabirds and 100,000 marine mammals and turtles each year through ingestion and entanglement.

All proceeds from the event will benefit Ocean Conservancy, a non-profit dedicated to promoting healthy and diverse ocean ecosystems. Part of the proceeds of this event will go towards the Ocean Conservancy's International Coastal Clean Up on September 20, 2008. The International Coastal Cleanup is a year-round volunteer effort to keep our oceans and waterways free of trash – and healthier for humans and marine life. The 2007 International Coast Cleanup Data Findings will be released April 17<sup>th</sup>. The findings provide a global snapshot of the problem of trash in the ocean. It details the Top 10 Debris Items Collected Worldwide, as well as the Top 10 Most Dangerous Items and many other compelling statistics. The report is available online at [www.oceanconservancy.org/icc](http://www.oceanconservancy.org/icc).

Stand-up Paddle Surfing is the fastest growing water sport in the world. Originally the sport of Hawaiian royalty, and then popular with the Waikiki beach boys of the 50's, it has recently enjoyed a resurgence world-wide. The beauty, purity and the challenge of this sport make it a wonderful platform to raise awareness about the extremely serious issue of ocean pollution. Our goal is to make this an annual event that will serve as an on-going fundraiser for, and reminder of, our need to be responsible stewards of the ocean.

We are seeking additional sponsors, donations and a limited number of experienced paddle surfers for this inaugural Cape Cod Bay Challenge.

For additional information, please contact Bob Babcock at [rcbabcock@comcast.net](mailto:rcbabcock@comcast.net), Mike Brown at [mbrown@dtzfhopartners.com](mailto:mbrown@dtzfhopartners.com) or [cmccarthy@oceanconservancy.org](mailto:cmccarthy@oceanconservancy.org).

Donations can be made by sending a check made out to Ocean Conservancy to Bob or Mike at the contact information above or a donation form can be mailed or emailed to you.

More information and a printable donation form are also available at [www.capecodbaychallenge.org](http://www.capecodbaychallenge.org).

Thank you for your valuable contributions and for your help in spreading the word!

###