

Press Release



Attention: Community Editor

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FOR IMMEDIATE RELEASE

Contact: Kathleen Toupin
Fieldworks Events & Marketing, Inc.
(480) 609-3978 office
(602) 432-7272 cell
Kathleen@FieldWorksEvents.com

Cardboard Boats coming to Tempe Town Lake - Paddling to help the Homeless

March 29, 2004, Tempe - On April 16-17, 2004, Tempe Town Lake will once again host the Rotary River Rally featuring The Great Cardboard Boat Regatta®. Produced by volunteers from the Tempe Rotary Clubs, proceeds from this - the 5th annual Rotary River Rally - will support the Tempe Pappas School for the children of homeless families.

The event is a boat race. Teams build boats made of nothing but corrugated cardboard, paint and glue, then up to 10 people get into them and paddle them along a 200 yard race course. Winning teams normally race at least 3 times, without sinking - a testament to their building skills!!!

Anyone can participate. To date we have registrations from Boy & Girl Scout Troops, Church Groups, Elementary School Kids, College Teams, Individuals, Families and Corporate Teams.

It's a fun event and educational too. Elementary school teachers see it as a way for kids to apply basic Math & Science skills. College teachers use it as an exercise in Engineering, Physics and Design. Some schools, like ITT Technical Institute, make it a required part of their curriculum.

It's also a great team-building event. Betsy Siebert and her team from the Phoenix Zoo are once again building a boat. "We use this project to bring different parts of our organization who don't normally work together in a fun team-building activity." said Betsy (602) 273-1341 X7430

The largest FREE, family, alcohol-free event at Tempe Town Lake brings out families from all around the valley - lining the banks to cheer on their favorite cardboard craft.

5th Annual Rotary River Rally

FACTS

Friday April 16 - Boat Preview

Location: Tempe Beach Park

Time: 4 p.m. - 8 p.m.

Cost: FREE

Check out the cardboard boats, talk to the boat crews and vote for your favorite to win "Chipotle's People's Choice Award". Free entertainment from local party band, Snake Eyes.

Saturday April 17 - The Great Cardboard Boat Regatta

Location: Tempe Town Lake, in front of the Hayden-Ferry Lakeside building (northeast corner of Rio Salado and Mill Ave, Tempe)

Time: 9 a.m. - 4 p.m.

Cost: FREE to spectators

Cardboard boats will start lining the banks of the lake by 9 a.m. After "technical" inspection, races will begin at 10 a.m. and go through about 4 p.m. Texas Roadhouse will be on hand with great food along with a sampling of arts & crafts vendors. Tempe Pappas schoolchildren will be working at the event selling soda and water, all to help raise money for their school.

If people want to get involved but didn't build a boat beforehand, "Instant" Boat Kits will be available by lottery the day of the race.

For More Information: www.RotaryRiverRally.com or call (480) 682-9065

To the Editor: There are lots of great photos available on the web for download, or call Kathleen at (602) 432 7272.

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