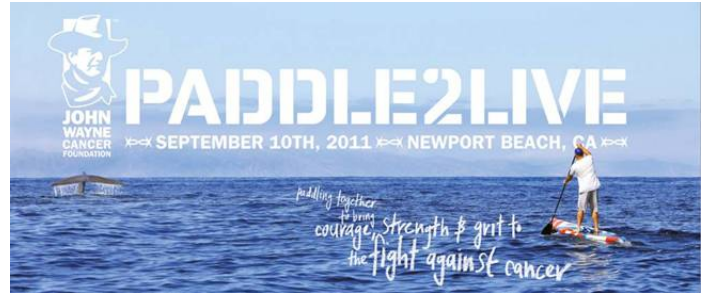


PRESS RELEASE



Paddling together to bring courage, strength and grit to the fight against cancer

Cancer Survivor Jack Marshall Shimko has teamed up with John Wayne Cancer Foundation for a series of community events in Newport Beach, CA on September 10, 2011.

August 19, 2011 – Newport Beach, CA - Just two years after his cancer treatment, Jack Marshall Shimko, an avid waterman and outdoor enthusiast is ready to embark on his 2nd annual mission to beat cancer through his favorite sport. This year, Jack has chosen to team-up with the John Wayne Cancer Foundation for support on his solo distance paddle, to plan a race event and Afterparty on September 10th and to raise funds for the foundation through all three aspects of Paddle2live 2011.

In late August of 2011, Jack will begin his 260-mile ultra-marathon paddle in the open ocean as a Team Duke Athlete to fundraise for the John Wayne Cancer Foundation. Jack will depart from Pt. Conception, CA, and plans to paddle 26 miles a day for 10 days, touching all 8 of the Channel Islands before reaching his hometown of Newport Beach.

Virgin Oceanic (www.virginocenic.com) is partnered with Paddle2Live and will be supporting Jack's paddle for the second half of his expedition with its 125 foot catamaran and a crew. A video production crew will capture the story and stream content to www.paddle2live.org.

Buoy Weather (www.buoyweather.com - a division of Surfline), will track Jack's paddle route and provide critical marine weather forecasts.

On Saturday, September 10, Jack will land just north of the Newport Pier during the Paddle2Live Race and in front of hundreds of friends, family, supporters and race participants. Jack's journey and his accomplishments will be celebrated as he arrives on the beach and at the Paddle2Live Afterparty later that afternoon.

Join the race against cancer in the Paddle2Live races at 2100 West Oceanfront Newport Beach, CA 92663 at "Blackies" beach, between the Newport Pier & Lifeguard Tower 22. Paddle2Live is a World Paddle Association officially sanctioned event. The

races are open to registered participants and begin at 8:30 am in the ocean on September 10, 2011. Entry fee includes race, event shirt, lunch, goody bag, beach festivities and a ticket to the Paddle2Live Afterparty. Your race registration helps the John Wayne Cancer Foundation fight cancer!



Schedule of Events:

6:30 am On-site Registration Open
8:00 am Open Class/4 Mile Race Meeting
8:30 am Open 4 Mile Course Start
9:30 am Elite Class/10 Mile Race Meeting
10:00 am 10 mile Elite Start
10:30 am Recreational Paddle Meeting
11:00 am Family Fun/Rec Paddle Start
11 am-1 pm Participant Lunched Served
12:00 noon Jack's Arrival from solo distance paddle and beach celebrations
3:00pm Afterparty at Via Lido Plaza

On September 10, 2011 from 3 to 9 pm, join an evening of celebration with friends and family of Paddle2Live and the John Wayne Cancer Foundation hosted by the Fritz Duda Company. There will be complimentary food (Regatta Café, Z Pizza, Woody's Diner, Starbucks), a cash bar, an auction, live music, video and an awards presentation from the day's paddle races. All are welcome to join us for this festive and philanthropic night! Tickets to the Afterparty are included in race registration (1 ticket per racer). Kids age 12 and under are free. \$20 to purchase tickets online in advance and \$25 at the door. The Afterparty will be held at Via Lido Plaza, 3415-3475 Via Lido, Newport Beach, CA (outside courtyard and plaza).

- You may donate to the John Wayne Cancer Foundation via Paddle2Live at www.paddle2live.org
- Join the fight by taking-on your own challenge at www.teamduke.org
- Interested in sponsorship or volunteering? Please contact Mandy McDonnell at mandy@jwcf.org.

For more information about the Paddle2Live race day, Jack's solo paddle or the Afterparty please visit www.paddle2live.org or call the John Wayne Cancer Foundation at (949) 631-8400.