



PADDLE2LIVE

Paddle2Live (P2L) 2011 is a series of 3 official John Wayne Cancer Foundation (JWCF) fundraising events:

Event 1. Cancer Survivor Jack Shimko's Solo Paddle Adventure – Jack's 260 mile solo paddle in the Pacific Ocean. From Point Conception, CA to all 8 of the Channel Islands off the coast of California, and ending in Jack's hometown at the Newport Beach Pier, CA. Jack will start his paddle August 26th, 2011 and plans to end his paddle on September 10th, 2011. He will be paddling a standup paddle board and a prone (lay down) paddle board.

Event 2. Paddle2Live Race. A new annual paddling race day for standup paddlers and laydown paddlers. Three main race divisions: Elite, Open Class for the weekend warriors, and a fun family race. Located at Newport Beach Pier, CA on September 10, 2011.

Event 3. Paddle2Live Party Celebrating the completion of Jack Shimko's 260 mile solo paddle and a great day of paddle racing. The party will be on September, 10th 2011 (after the races) and will provide a fun way for everyone in the community to get involved and fundraising with P2L.

JWCF's mission is to bring courage, strength and grit to the fight against cancer. The P2L event fundraising will help the JWCF support innovative life-saving cancer programs locally and nationwide.

About Jack Marshall Shimko and Paddle2Live

"I am approaching this year with an even larger mission and some lofty fundraising goals. I was amazed by the outpouring of support that I received by our community in 2010. I just know we can literally blow it out of the water this year. It just made perfect sense to join forces with the John Wayne Cancer Foundation in my second year with this effort. John Wayne's legacy has been honored by his family's continued fight against cancer and the foundation has been a stronghold in Newport Beach for years. The John Wayne Cancer Foundation and I have the same mission. I just can't wait to get started!"

Last year, Newport Beach native and Cancer Survivor, Jack Marshall Shimko, paddled 150 miles from Santa Barbara to Newport Beach via the Channel Islands to fight cancer through Paddle2Live, an organization he founded for the cause. With the help of a grassroots campaign, the City of Newport Beach and local businesses, he was able to raise awareness and over \$100,000 for cancer research and treatment. The funds raised last year were donated to The Livestrong Foundation and the UCLA Jonsson Cancer Foundation Center, where Shimko was treated for Hodgkin's Lymphoma at age 29.

Just two years after his treatment, this 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 (JWCF) for support on his distance paddle and to plan a race event on and after-party on September 10th in order to raise funds for JWCF through all three of these elements of Paddle2live 2011. In late August of 2011, Jack Shimko will attempt a 260-mile ultra-marathon in the open ocean, drawing an audience and fundraising dollars for Paddle2Live 2011. With Shimko's leadership and now, with the support of the Newport Beach-based John Wayne Cancer Foundation, The City of Newport Beach, and many other local businesses and community members, Paddle2Live aims to reach its goal of raising \$1,000,000 to fight Cancer. Shimko is set to depart on August 26th from Pt. Conception, CA, and plans to paddle 26 miles a day for 10 days, touching all 8 of the Channel Islands before reaching the Newport Beach Pier during the P2L race day on September 10th. Equipped with a support boat and satellite production crew, video content will be sent back daily to the Paddle2live event website. This content, coupled with additional cancer-related programming will be showcased online and during the P2L race day on September 10th. Jack Shimko's Paddle2live has set-forth a challenge that will certainly inspire and mobilize everyone.

www.paddle2live.org

About John Wayne Cancer Foundation/Team DUKE

John Wayne beat lung cancer for 15 years and passed away from stomach cancer in 1979. His family carries on the fight in his name through the John Wayne Cancer Foundation (JWCF). In our 26th year of fighting cancer JWCF continues to support research, education, support and awareness. www.jwcf.org

Team DUKE is JWCF's fundraising program. It is easy to join online at www.teamduke.org. There is no minimum fundraising amount to be part of the team. Team DUKE considers everyone to be an athlete and we welcome all athletes from all teams to join Team DUKE as the charity component of their participation in races and creative personal challenges. Team DUKE empowers you to use your passion for sports to support the fight against cancer. Together, we bring courage, strength and grit to the fight against cancer. www.teamduke.org