



FACT SHEET
THE 2008, 5th Annual
RUBBER
DUCK RACE
at Fairport
Canal Days

WHAT IS A RUBBER DUCK RACE? A thousand or more brightly colored yellow ducks floating down a local waterway as people cheer their adopted ducks and hope they “swim” for prizes.

WHO IS CONDUCTING THE RACE? BirdCOR — a not-for-profit program concerned with promoting conservation of birds and their habitats in partnership with schools and the general public.

WHY ARE WE HOLDING IT? To educate people about conservation and to raise funds for education projects, including Flying WILD educator programs and youth service-learning projects.

HOW DOES IT WORK? People pay \$5 to adopt a duck. They receive numbered tickets. On race day, we release numbered rubber ducks into our race site on the Erie Canal, and the first duck to cross the downstream finish line wins the grand prize for the person who adopted it. Thousands in prizes include fabulous items from local merchants. Ticket holders need not be present to win.

WHY RUBBER DUCKS? The rubber bathtub toys provide a colorful and fun focus for the event. Rubber duck races have raised hundreds of thousands of dollars for charities around the world.

WHAT HAPPENS TO THE DUCKS? Race volunteers collect the ducks after the race and save them to use again next year.

WHEN IS THE RACE SCHEDULED? June 8th, 2008 – pre-race activities at 10 a.m.; race time 3:00 p.m.

WHERE WILL THE RACE BE HELD? The ducks will race in the Erie Canal in the Village of Fairport, NY, starting from the Lift Bridge on Main Street. The event is part of the Canal Days weekend festival, with shuttles available to downtown Fairport and the Duck Race site.

HOW WILL THE MONEY RAISED BY THE RACE BE USED? We use funds generated by the adoption of ducks to support our Flying WILD environmental education program (teacher training and support to schools) including service-learning projects for local youth.

HOW CAN I ADOPT A DUCK, SPONSOR THE RACE, OR GET MORE INFORMATION? For more information and details on adopting a duck or ducks, or to become a corporate sponsor of the event, contact the program director: David Semple—585 223-8369 (dsemple@birdcor.org).



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Cooperative Fundraising Program: BirdCOR Rubber Duck Race



WHAT IS THE PROGRAM? An opportunity for collaboration between you and BirdCOR in which Genesee Valley Audubon Society (GVAS) will pledge to make a donation to your nonprofit organization based on the number of our fundraiser tickets purchased by your members. Our fundraising goals could result in thousands donated to partner organizations.

WHY RUBBER DUCKS? Rubber duck races are widely used across the country to raise money for charities. The popular bathtub toys provide a colorful and fun focus for the event.

WHO IS ELIGIBLE TO PARTICIPATE? Ticket sellers must be 18 years of age and be members of GVAS. (Paid membership includes the *Meadowlark* newsletter and subscription to *Audubon* magazine. Individuals who join GVAS as unpaid members do not receive the publications but are welcome to participate in chapter activities including this program.)

WHAT'S IN IT FOR YOUR ORGANIZATION & FOR BIRDCOR? Partnering organizations not only know they are contributing to a worthwhile project, but they also share in the revenue so that each ticket they buy puts money back into their organization to support their own goals and programs. Your partnering with us allows for growth of both the event and the fundraising benefit to the community.

WHY DOES BIRDCOR HOLD THE RUBBER DUCK RACE? The Duck Race is both a fundraiser and an educational opportunity for the general public. We hold the race to raise funds for BirdCOR's education programs. Priority is placed on funding Service-Learning Projects and Flying WILD™ educator training and student activities. Exhibits and literature we provide serve to increase public awareness of the need to conserve migratory birds and the habitats on which they depend.

WHAT IS THE BIRDCOR RUBBER DUCK RACE AND HOW DOES IT WORK?

Numbered tickets are sold to the general public. Numbered ducks are dropped into the Erie Canal. The first ducks across the finish line win prizes for the people holding tickets with the winning ducks' numbers. The fifth annual race is scheduled for June 8, 2008 during the Fairport Canal Days festival. Visit www.birdcor.org and click on the rubber duck to learn more and to see what the event looks like.

WHO IS BIRDCOR?

BirdCOR is a not-for-profit program of the Genesee Valley Audubon Society which conducts environmental education for teachers, students, and the public, and which promotes conservation of birds and important habitat in the Greater Rochester NY Area.

WHEN CAN WE START?

Right away. Contact us today.

HOW DO WE PARTICIPATE OR GET MORE INFORMATION?

Contact: David Semple (BirdCOR director) at 585 223-8369 or dsemple@birdcor.org.