

FOR IMMEDIATE RELEASE

## “THE BIG MOO CANOE” COMES PADDLING THROUGH

*Ultra-Marathon Canoeing Event Raises Money to Benefit Heifer International*

**Fort Collins, Colo. (April 8, 2008)** — Before its debut, how many of you knew of “The Big Moo Canoe?”

In an effort to raise both money and awareness for Heifer International, a humanitarian assistance organization that works to end world hunger and protect the earth, Fort Collins resident Rob Bean is kicking off “The Big Moo Canoe for Heifer International.” Involving his passion for ultra-marathon canoeing and his favorite charity Heifer International, Bean will paddle his canoe 250 miles over the course of three days along the North Platte River near Saratoga, Wyo.

From June 13 to 15, 2008, The Big Moo Canoe project and its small team of volunteers will bring awareness to the great work Heifer is doing globally while raising a minimum of \$5,000 for families in need.

*“The Big Moo Canoe has really captured the attention and imagination of the community. We hope through our efforts people will get engaged with Heifer and understand that relief aid can be more than giving a one-time donation. By supporting Heifers award-winning approach, a person’s initial investment will grow year over year, touching many families in need. In many cases a donation will go to first provide nourishment and then generate a micro-business opportunity for the recipient over time, truly changing lives.”*

Since 1944, Heifer International has helped 8.5 million families in more than 128 countries move towards greater self-reliance through the gift of livestock and training in environmentally sound agriculture. The impact of each initial gift is multiplied as recipients agree to “pass on the gift” by giving one or more of their animal's offspring to another in need.

There are a number of ways people can support The Big Moo Canoe. By visiting [www.moocanoe.com](http://www.moocanoe.com), people can donate money directly to Heifer International through the event’s secure web site. The Big Moo Canoe is completely self-funded and all tax-deductable donations are sent directly to Heifer International.

In addition, organizers are also encouraging local companies and organizations to sponsor of the event. Current corporate sponsors include [Advanced Media Services](#), [Burns Marketing Communications](#), [Eheart Interior Solutions](#), [First United Methodist Church](#) in Fort Collins, [FUSEBOX Studio](#), [Jeff Williams of RE/MAX Alliance](#), [Montage Graphics](#), [PB Tech](#), and [Zaveral Racing Equipment](#).

In the coming months, Bean will be making appearances at a variety of business, church and paddling events throughout the region to promote “The Big Moo Canoe for Heifer International.” The project has been adopted by the World Outreach Committee at First United Methodist Church in Fort Collins, and Bean will be working with both the young adult and Sunday school programs to encourage an understanding of charitable giving and philanthropy. He is also taking his presentation on the road, sharing the story of this audacious challenge and the organization it aims to help.

For more information about the The Big Moo Canoe, contact Rob Been at (970) 266-0252, via e-mail at [robb@burnsmarketing.com](mailto:robb@burnsmarketing.com), or by visiting [www.moocanoe.com](http://www.moocanoe.com).

### **About The Big Moo Canoe**

Fort Collins, Colo., resident Rob Bean started “The Big Moo Canoe for Heifer International” as a way to involve his passion for ultra-marathon canoeing and his favorite charity, Heifer International. In an effort to raise awareness for the organization, as well as a minimum of \$5,000, Bean will paddle his canoe for 250 miles on the North Platte River near Saratoga, Wyo., from June 13 to 15, 2008. For more information, visit [www.moocanoe.com](http://www.moocanoe.com).

### **About Heifer International**

Founded in 1944, Heifer International is a humanitarian assistance organization that works to end world hunger and protect the earth. Through livestock, training and “passing on the gift,” Heifer has helped seven million families in more than 125 countries improve their quality of life and move toward greater self-reliance. Heifer helps build strong communities because each project participant agrees to pass on the gift of animal offspring, training, or skills to another family in need. For more information, visit [www.heifer.org](http://www.heifer.org).

###