

# THE BIG MOO CANOE



[www.moocanoe.com](http://www.moocanoe.com)  
[www.heifer.org](http://www.heifer.org)

## PRESS KIT

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**Contents:** Fact sheet  
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Story ideas

**For more information:** Big Moo Canoe web site [www.moocanoe.com](http://www.moocanoe.com)  
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## FACT SHEET

- What:** The Big Moo Canoe – one man’s personal challenge of paddling 250 miles in 3 days to raise money and awareness for the charity, Heifer International.
- Who:** Rob Bean, an ordinary guy on a charitable mission
- When:** June 13-15, 2008
- Where:** North Platte River – Saratoga, Wyoming  
250 miles paddled in 37,50, and 63 mile segments, estimated 45 hours of paddling
- Why:** “To teach my kids how they can help those in need by doing something they really love. For me it’s paddling.”
- How:** With lots of training, 100,000 paddle strokes, and donations
- Helping the cause:** *100% of all donations will go to Heifer International.  
All donations are tax-deductible.*
- Cash donations:*  
Any amount, or sponsorship-level of \$250 or more (gift of a water buffalo).  
Donations can be made directly to Heifer International through the event web site [www.moocanoe.com](http://www.moocanoe.com).
- Non-cash donations:*  
Anything really – event supplies, lodging, massage therapy.  
Spread the word: Anyone can tell a friend, co-worker, or family member
- Volunteer:**  
Help raise money, assist during the challenge, or suggest something
- The boat:** Model: Spencer X-treme (Unlimited class racer)  
Maker: Spencer Canoes in Martindale, Texas  
Length: 23 feet  
Weight: ~35 lbs.  
Construction material: Carbon fiber
- For more information:** Big Moo Canoe web site [www.moocanoe.com](http://www.moocanoe.com)  
Heifer International web site [www.heifer.org](http://www.heifer.org)  
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for  **HEIFER** INTERNATIONAL | *Ending Hunger. Caring for the Earth*

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## BACKGROUND

### Meet Rob Bean, Chief Paddling Officer.

Rob is an ordinary, outdoorsy-kind of guy who loves paddling and helping others. He lives in Fort Collins with his wife, Tracey, and two wonderful children, Megan and Lucas. He's originally from Ohio, where his passion for paddling took hold as a teenager. And you name it – canoeing, kayaking, sculling, rafting – Rob was doing it. Even during the winter months.



During the day he's the interactive director at Burns Marketing Communications ([www.burnsmarketing.com](http://www.burnsmarketing.com)). And when he's not working or spending time with his family, he's training for The Big Moo Canoe.

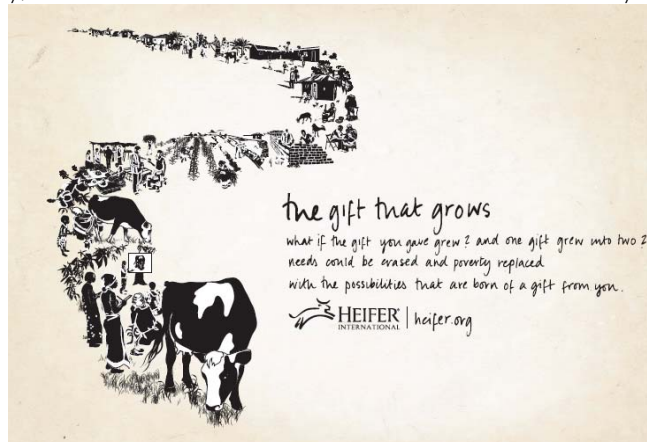
### The Big Moo Canoe – the charity challenge

Volunteering and helping others has been important to Rob all his life. So you'll find him helping church groups, lending a hand with disaster relief, or working at charity events. A couple of years ago, he had this idea of raising money and awareness for his favorite charity by doing what he loves – paddling. Now that day has come, and with a big challenge.

The Big Moo Canoe is Rob's personal challenge of paddling 250 miles in three days to raise awareness and money for his favorite charity, Heifer International. The cornerstone of Heifer's charity is the donation of animals like cows and chickens to the needy around the world.

### Heifer International – a truly unique charity

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, and skills to another family in need*. Think about it: a single, eco-friendly, self-sustaining donation that'll last for generations. Talk about getting an exceptional return on donation. As Heifer says, it's "the gift that grows."

Learn more about Heifer International at [www.heifer.org](http://www.heifer.org).

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## FAQ

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### THE CHARITY

*Q: Why did Rob choose Heifer International?*

A: Like many, our family was introduced to Heifer at Christmas time. We had been given the gift of chicks from a family member and discovered this unique ritual of giving. Once I understood that Heifer provides hungry families with a starter flock of 10 to 50 chicks (the same gift we had received), I was a convert. The Heifer concept is so basic and undeniable: when a good hen can lay up to 200 eggs a year, a family enjoys plenty to eat or share, or even sell. My family now gives Heifer gifts to many of our family and friends at the holidays and never miss buying tacky socks for anyone.

*Q: How will the money be used? How will people benefit?*

A: Heifer is dedicated to helping people in across the globe who live in poverty stricken areas. The money raised through The Big Moo Canoe challenge will go toward the purchase and donation of livestock to families in need, along with training on sustainable agriculture techniques. Our goal to raise \$5,000 – the equivalent of 10 Heifer cows. It may not sound like much, but to those in need, it will significantly enhance their lives. Plus, with the concept of “passing on the gift,” an animal's first offspring will be passed on to another family, and those offspring will be passed on, and and so on.

A good dairy cow can produce four gallons of milk a day - enough for a family to drink and share with neighbors. Milk protein transforms sick, malnourished children into healthy boys and girls. The sale of surplus milk earns money for school fees, medicine, clothing and home improvements.

And because a healthy cow can produce a calf every year, every gift will be passed on and eventually help an entire community move from poverty to self reliance. Now that's a gift worth giving!

### THE PADDLER

*Q: How long has Rob been canoeing?*

A: Since I was eight years old. As many kids in the Midwest did, I grew up on the water. Our family spent much of our free time on the lakes and rivers of Ohio and Kentucky. My parents taught us to water ski from a young age, and we grew to appreciate what the outdoors is all about. As a family, we did many long-distance trips on the rivers of southern Ohio, including the Muskingum and Ohio Rivers. We got our first canoe while on a trip to Lake Placid, New York, and I was quickly hooked on the freedom a little boat provides. I always loved the peacefulness and challenges that canoeing provided in those early years.

In my late teens I bought my first kayak and spent a few years whitewater paddling. By college I transitioned from kayaks into an Olympic slalom canoe. I did some racing, but mainly used the slalom boat to run rivers all over the east coast. After moving to Colorado in 1992, I spent more time on the rocks than in my boat. But I never lost my passion for canoeing. I found an on-line “virtual racing” group a few years back and it rekindled

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both my love of canoeing and my competitive spirit. Both of our kids have grown up in our family canoe and love to spend time on the water. Me and my seven year old daughter, Megan, did our first overnight canoe trip last summer.

*Q: How is Rob training?*

A: Since I am not a “professional” athlete, I have to integrate my rigorous schedule into work and home life. I typically paddle year round with the exception of six weeks or so around Christmas. However, training for a 250 mile challenge takes more than my basic regiment.

Training for The Big Moo Canoe officially began January 1 and is designed to be a varied workout to match both the season and my training goals, while making it as fun as possible, too. January and February were focused on strength and cardio training. March brought about the regional water thaw and two river races of 10 and 30 miles. Though I’m seeing more time on the water, I’m still maintaining a 60-30 mix of strength and paddling. In April my training will shift to a nearly all “on-water” program. One day is devoted to intervals, one day to sprints, and one day to long distance paddling of four hours or more. In between I also swim and ride a stationary bike and will be competing in several ultra-marathon canoe races between January and June.

## THE BOAT

*Q: What type of boat are you using, and why?*

A: I’m going to be paddling a Spencer Extreme unlimited class racing canoe. It is 23 feet long, very narrow, and includes a rudder that I steer with my feet. Technically speaking, the canoe is a “safari” boat, designed for river racing where a paddler will experience multiple types of water conditions from rapids and flat water, to open water with wave swells. The big advantage of this boat for me in Wyoming will be its very low profile to the wind. The second half of the river course is in wide open country and the winds can get into the 40 mph range and above. The length of the boat also helps with the overall speed I can paddle.

*Q: How can I learn more about this boat?*

A: Actually, there isn’t a lot of information on the Internet about Spencer Extreme’s and most of these boats are found in Texas. They’re a craft boat that is more a piece of art than a production design. They are made by a gentleman in Texas who builds a handful of these beautifully tuned racing machines a year.

## THE CHALLENGE

*Q: Why 250 miles?*

A: I chose 250 miles because it’s a very high mark for me. I have always wanted to do a 250 mile distance race and set this goal to be on par with many of the other endurance events I could compete in nationally. With little kids it’s difficult to find enough time to be away for over a week to compete in races in Texas, Florida or Missouri. So I’ve developed a challenge of my own that helps me to train my body and mind for when I can.

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## FAQ

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*Q: Why the North Platte in Wyoming?*

A: Besides being an absolutely gorgeous setting, the North Platte is a gentle class 1 river that can be paddled day or night without much issue. There are numerous road and river crossings where I can meet my support team. And it's also close to home, but far enough away to still feel a bit like an adventure. The landscape, the 24 hour a day hot springs at the end of a hard 15 hour day, and the access to town all make this a perfect venue for a solo challenge like this.

*Q: How will the race work?*

A: I will begin each day at 5:00 AM and paddle a distance of 50-63 miles, depending on the put-in. Roughly seven hours later, my support team, Chris and Dawn Betz of Berthoud, will meet me at the take-out at I-80, and then return me to the put-in for my next leg. During this time, I'll get to rest for about an hour.

After the second leg on days one and two are completed (around 9:00 PM), I'll get to eat dinner, soak in the hot springs and go to bed dreaming of the next day's 45,000 paddle strokes.

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## STORY IDEAS

### **The greatest return on donation.**

With a slowing economy and rising gasoline prices (among other things), Americans are watching their expenses ever more closely these days. So, it's reasonable to think that charitable donations will decline this year. But a better question to ask is this: if I had just \$10 to donate, which charity will make my donation go the farthest? The answer is easy: Heifer International. And the vehicle? The Big Moo Canoe challenge.

Imagine a charitable donation that multiplies over time and turns out helping lots of people. Say, a \$20 donation today ending up bringing \$1,000 worth of benefits to dozens of families. Well, that's just what donations to Heifer International do with "Pass on the gift."

You see, Heifer International uses charitable donations to supply needy families around the world with livestock. And with the livestock, families have a precious source of nourishment (milk and eggs), as well as labor for farming. And here's the beauty of "Pass on the gift:" recipients of animals agree to share the animal's offspring with other families. Heifer says it the best:

*"As people share the offspring of their animals – along with their knowledge, resources, and skills – an expanding network of hope, dignity and self-reliance is created that reaches around the globe... 'Passing on the Gift' creates a living cycle of sustainability that develops community and enhances self-esteem by allowing project partners to become donors."*

### **Hans, Frans, and Bean**

How does one go about training for a 250 mile, 45-hour, solo padding challenge?

Weights and cardio? Cross-training? Bowling? Nutrition? Cold water workouts? Mental preparation?

(Plus balance work, family, and life.)

Ask Rob.

### **Berthoud residents moo-ve to help the needy.**

Have you heard of the charity, Heifer International? If not, Berthoud residents, Chris and Dawn Betz, want you to know. And to help raise awareness and money for this totally unique charity, they're volunteering to support The Big Moo Canoe.