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## PRESS RELEASE

### **World Record Rubber Race**

#### ***£10,000 for lucky duckie***

LONDON, 26 APRIL -- Gay men are adopting ducks to help raise funds for gay men's health charity GMFA. The rubber ducks will form part of the world's biggest duck race when 165,000 rubber ducks will be released on a 1km stretch of the River Thames to set a new World Record and raise money for UK charities.

It's just £2 to adopt a duck (plus a donation to GMFA) and the owner of the first duck to cross the finish line will win the first prize of £10,000! There are also 30 other superb prizes.

"We're normally associated with a different kind of rubber so a rubber duck race might sound a bit quackers. However, this fun event looks set to raise over £500,000 for good causes." Said Matthew Hodson, Head of Programmes at GMFA. "Taking part in the race and winning prizes are great incentives to donate."

To adopt a duck, visit [www.thegreatbritishduckrace.co.uk](http://www.thegreatbritishduckrace.co.uk) and select GMFA as your chosen charity. The 165,000 yellow plastic ducks will be launched on Sunday 2nd September 2007, on the River Thames at Hampton Court and spectators are welcome. The Environment Agency is on hand to make sure that every duck is taken out of the river and doesn't cause a hazard to the wildlife or river environment. Organisers are also working to ensure that everything used in the race is fully recyclable.

The current World Record for a Duck Race is currently held by The Singapore Duck Race. They successfully sold and raced 123,500 ducks in 2001.

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For more information about this or any other of GMFA's campaigns and actions, contact:

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### **Notes to Editor**

#### **About the Duck Race:**

At 12 noon the ducks will be dropped into a 50metre x 150metre holding pen. At 13.30 the pen will be opened and the ducks will be released in to a 50 metre channel of the River Thames, the natural current taking them down the course. The course will be a minimum of 1 km in length (Guinness World Record requirement) and the race will take around 1 hour to complete. The ducks will be dropped into the holding pen and released completely at random. Each duck is individually numbered and the first duck to cross the finish line will be deemed the winner of the £10,000 cash prize. Further prizes will be awarded to the next 30 ducks that cross the line. Winners will be informed by email or phone. The aim is to race 165,000 ducks and this race is registered as an official Guinness World Record attempt. An official Guinness adjudicator will be present to verify numbers, course length etc.

**About GMFA:**

GMFA was established in 1992 and is the UK's leading charity dedicated to gay men's health. GMFA's mission is to improve gay men's health by increasing the control they have over their own lives. We believe that the best health promotion for gay men comes from gay men themselves, and so we use the knowledge and ideas of our 170 volunteers (most of them gay men) to design and plan our thought provoking sexual health interventions. Yearly we deliver three new mass media campaigns in the gay press to disseminate up to date information regarding HIV and STIs to the gay male community. Independent surveys have concluded that our campaigns reach up to 55% of the London gay population and we are the most reliable agency at reaching gay men. In addition to this we distribute our own health magazine, FS, free to London's gay bars and clubs to further educate gay men about relationships, their bodies, general health and STIs. Annually, we deliver 1000 hours of group work to educate gay men in safer sex, and over the last fourteen years have provided courses for over 10,000 gay men. We have recently launched two new websites containing information for gay men on sex and sexual health ([www.gmfa.org.uk/sex](http://www.gmfa.org.uk/sex)) and details of sexual health services available for gay men in London ([www.gmfa.org.uk/londonservices](http://www.gmfa.org.uk/londonservices)). Over the next couple of months we intend to launch websites for HIV positive gay men and a gay sports and social groups site. All of our sites can be accessed at [www.gmfa.org.uk](http://www.gmfa.org.uk).