



2nd Annual Rock River Anything That Floats Race to Launch in August

Register-Sponsor- Volunteer-Support

FOR IMMEDIATE RELEASE

August 1, 2017

ROCKFORD, III. – Back for a second year after a great initial response, The **Rock River Anything That Floats Race (RRATFR)** returns to the Rockford region **Sunday, August 20, 2017 (rain date August 27) from 9:00 a.m. to 3:00 p.m.** This 1.6 mile race on the Rock River begins at the north side of the Auburn Street Bridge (former coast guard station) and ends with a party at the Prairie Street Brewing Company following the race.

"The Rock River Anything That Floats Race was wildly popular last year with the riverfront full of people enjoying the festivities." said Chris Manuel, RRATFR committee chair. "The RRATFR committee is working hard to provide another great event and excited to see the continued success and community involvement as well as the addition of the Rubber Duck Race."

Race Registration

Participants can register for the race on the website at www.rratfr.com. The registration deadline is **August 13, 2017** or before all entry slots are filled (limit of 100 rafts). The entry fee for rafts is \$100 per team (up to 10 crew members per raft) and \$15 per canoe, kayak and paddleboard. There will be awards given out to first, second and third place winners for all races, all classes. In addition, there will be first, second and third place winners for creativity in design, and audience choice for design.

Volunteers

It takes a large amount of volunteers to put on an event like the Rock River Anything That Floats Race. The Organizing Committee is looking for anyone interested in numerous different roles to make this event a success. From assisting with crafts entering the water to helping clean up the riverfront, be part of the crew. Visit the "VOLUNTEER" tab at www.rratfr.com to sign up to help.

Sponsors

The RRATFR is looking for corporate partners to help support this great event. If you are interested in being a part of this great community event as it grows, contact info@rratfr.com for more information.

Current Sponsors are: Generations Dental, Prairie Street Brewing Co. and Rock Valley Credit Union.

1st Annual Rubber Duck Race sponsored by the Rockford Ice Hogs - YMCA Intern Challenge
The Rockford IceHogs announced they are sponsoring the inaugural rubber duck race at this year's Anything That Floats Rock River Raft Race. Tickets for duck purchases are available at select locations in Rockford, including the **BMO Harris Bank Center Box Office, three local YMCA locations, Prairie Street Brewhouse (including Dinner on the Docks) and Owly Oop Sports Pub.** Participants have the option of purchasing individual ticket entries into the rubber duck race for \$5, or a pack of five ticketed entries for \$20 with proceeds benefitting local charities. The participant whose duck finishes the race first will receive a grand prize of \$1,000.

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The race will be held on Aug. 20 at approximately 3:30 p.m. The rubber ducks will be dropped into the river off Whitman St. Bridge and will float towards the Prairie St. Brewhouse. Cash prizes of \$1,000, \$500 and \$250 will be awarded to the first, second and third-place finishers of the duck race, respectively, and additional prizes for participants will include an IceHogs suite for one game during the 2017-18 hockey season, game-worn memorabilia, an autographed IceHogs stick and several tickets to Hogs home games for the upcoming campaign.

The RRATFR helps to raise money to support local efforts for the Fourth of July event, Rock River Trail Initiative and the Rockford Ski Broncs.

About The Race

Initially launched in 1976 (U.S. Bicentennial) as a US. Vs. Brits race, after two years with only two teams, it was opened to the public. More than just an homage to the incredibly popular raft races of the '70s, '80s and '90s - the all new **Rock River Anything That Floats Race** will be a brand new tradition for generations of Rockfordians to love and experience.

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FOR MORE INFORMATION: Chris Manuel, Prairie Street Brewing Company partner & vice president/RRATFR committee chair: 815.218.3784 or chris@psbrewingco.com