



press release
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www.ifoundaduck.com

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500 PLASTIC DUCKS



A TOUCH OF
HUMAN CURIOSITY



A WEBSITE TO TRACK
THE RESULTS

ifoundaduck.com

Imagine you walk down a London street and look down to see a small plastic duck. On the bottom of the duck is printed a number and around its neck is a tag reading www.ifoundaduck.com

Now imagine that 500 such ducks have been left across London...

On Saturday 10th March, Christian Cook, the author of 'Broken eggshells' (www.brokeneggshells.com), announces the launch of www.ifoundaduck.com - the world's first online/offline global duck race.

500 plastic ducks will be left around various parts of London. Each duck has a unique ID No. (DUC001 through to DUC500) and a neck tag directing people the website address www.ifoundaduck.com.

As people find these ducks and go to the website they will be given instructions on how to log their find and pass the duck on. As the reports come in, people will be able to track the progress of each duck across the world as different people find them, report the location, and leave them in a new place.

The website includes a full FAQ section, a map of current progress, various duck multimedia and a list of statistics for all the ducks.

Christian can be contacted with any questions regarding ifoundaduck.com on 07752 882437 or via e-mail on media@ifoundaduck.com - future press releases and other media resources will be added online at <http://media.ifoundaduck.com>

Broken Eggshells

Broken eggshells is the debut novel from Christian Cook and has already been described as "some book he's writing" by those around him.

It centres around 90's London in Clerkenwell. At the end of an alleyway a dark blue Jaguar is found neatly parked into an inconveniently placed brick wall. There is no sign of the driver or any clue as to who they were.

Meanwhile, a group of cynics who are fed up with how futile the world has become decide to pay back society in a series of the most bizarre and pointless terrorist attacks ever (by placing large amounts of explosives in the middle of desolate unpopulated areas).

The world's media attempt to discover if there is any link between these two incidents, or a link between any of a number of random incidents they overheard being discussed down the pub at lunchtime.

Further details of the book can be found on the official website at www.brokeneggshells.com.



<http://media.ifoundaduck.com> media@ifoundaduck.com 07752 882437