



# press release

UPDATE: TUE 06.03.01

[www.ifoundaduck.com](http://www.ifoundaduck.com)



*500 PLASTIC DUCKS*



*A TOUCH OF HUMAN CURIOSITY*



*A WEBSITE TO TRACK THE RESULTS*

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Due to the current security alert in London after the terrorist attack on the BBC, ifoundaduck has carefully weighed up the situation and decided to postpone the launch of ifoundaduck until Easter.

Having spoken with the Counter Terrorist Branch of Scotland Yard, it is the opinion of the ifoundaduck team that the sudden mysterious emergence of 500 plastic ducks across the capital could worry a nervous public being urged in vigilance and a police force already understandably twitchy over the slightest suspect appearance of any unexplainable object.

Although we do not believe most people would panic at the sight of a small plastic duck, the genuine concern has been put to us by those we have consulted that it could risk causing chaos at the current time. We ourselves also feel it to be slightly inappropriate to proceed with the launch so soon after the bomb attack at the weekend.

We have been advised that even burger wrappers and other such everyday debris are generating many security alerts and we do not wish to be responsible for overstressing the security services unnecessarily at this time.

It has therefore been decided to delay the launch of the global duck race until Easter. Hopefully the situation will have settled by that time and, with the appearance of Easter chicks in many shops and establishments, the emergence of yellow ducks in London's Parks should not cause any false alarms due to public concern.

Further updates will appear on the ifoundaduck website as they become available.

A more detailed press release will be issued nearer the time to give the exact date and details of the launch.

Any questions regarding this decision or ifoundaduck in general should be addressed to Christian Cook on 07752 882437 or e-mailed to [media@ifoundaduck.com](mailto:media@ifoundaduck.com).

We would like to thank all those that have shown an interest so far and thank you all for your patience in this matter. We very much look forward to announcing the release in the Spring when more people will also be around to find the ducks in the parks of London. And hopefully it will be a bit drier too... still, it's nice weather for ducks.

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