



press release  
for release: IMMEDIATE

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



500 PLASTIC DUCKS

WHO LET THE DUCKS OUT?

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

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

On Saturday 14th April, Christian Cook, the author of 'Broken eggshells' ([www.brokeneeggshells.com](http://www.brokeneeggshells.com)), announces the re-launch of [www.ifoundaduck.com](http://www.ifoundaduck.com) - the world's first online/offline global duck race, previously postponed due to security fears from the Counter Terrorism Branch.



A TOUCH OF  
HUMAN CURIOSITY

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](http://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.



A WEBSITE TO TRACK  
THE RESULTS

500 plastic ducks racing across the globe. Keep up to date with the drama on and off the race; the jealousy, the drug tests, the bitter rivalry between the ducks, a species known for it's raw aggression.

See the thrills and spills, the smacks and quacks. Duck racing duck, jostling wing to wing for the pole position. As the lead pack chops and changes the race order with duck chasing duck, racing beak to tail feathers.

The race is such a global event (but hasn't happened yet) so no-one is talking about it. Here's what they're not saying:

*We have found no ducks. We did find nice plane, but website [www.ifoundaspyplane.com](http://www.ifoundaspyplane.com) not exist.*

**President Jiang Zemin**

*You sure them little chickens isn't inflamababble?*

**President George Bush**

*We are on top of the farming crisis, already we have ensured the free movement of plastic ducks throughout the country. The floods that still haven't subsided mean that places of interest for plastic ducks have more than doubled compared to the situation under the Tories.*

**Prime Minister Tony Blair**

*Small plastic ducks? I think they're horrid, horrid, horrid.*

**The Countess of Wessex**

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](http://ifoundaduck.com) on 07752 882437 or via e-mail on [media@ifoundaduck.com](mailto:media@ifoundaduck.com) - future press releases and other media resources will be added online at <http://www.media.ifoundaduck.com>



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