

MEDIA RELEASE

June 26, 2017

A Million Possibilities Solo Ocean Row 2017



Why are you doing this? Do you actually own this boat? Are you rowing alone? How many hours a day will you row? Do you have SOS equipment in case you need help? How long will it take you? Where are you starting/finishing? How will you carry enough food and water? Can I sign your oar? These were only a few of the questions asked of Colin Sanders this weekend when he had his boat on display at the Burnham Family Market Annual Strawberry Festival.

The excitement was contagious and people were captivated by the story of a father from Port Hope who said “I am challenging myself with a unique and difficult experience that takes me completely out of my comfort zone and challenges me both mentally and physically”. In fact, Colin didn’t get much of a break as he answered questions and offered people an opportunity to climb inside of his (one ton) boat to experience first-hand what will be his ‘home away from home’ from December 2017 until approximately March, 2018. People were fascinated with the small enclosed space where he will be sleeping and the sophisticated navigation equipment he will be using as he rows in total isolation across the Atlantic Ocean for approximately 11 hours a day from the Canary Islands to the Barbados (or Antigua as a second choice). Colin left the SOS equipment out of the boat this weekend just in case it got hit by mistake. He showed people the water tight containers where he will be storing months’ worth of lightweight freeze dried food and explained the water purification system he will use to make the sea water drinkable.

Colin has partnered with Community Living Ontario to connect this journey with a cause that's very close to his heart. His son, Jeffery has an intellectual disability and is supported by Community Living Campbellford/Brighton. Colin hopes this initiative will assist people who have an intellectual disability and their families to lead the way in advancing inclusion.

The goal is to collectively raise \$1 million between now and the duration of the 90 day row, which interestingly is around \$1 dollar per stroke for the roughly one million oar strokes it will take Colin to cross the Atlantic. Watch for upcoming events as we work collectively to reach this goal! Check out the website www.solooceanrow2017.com, and follow his journey on twitter [@solooceanrow](https://twitter.com/solooceanrow) and Instagram [atlantic ocean rower](https://www.instagram.com/atlantic_ocean_rower).

Please contact Dawn Lee at 705.653.1821 ext. 204 or dlee@communitylivingcampbellford.com if you are interested in donating to this exciting initiative, and yes, of course, you can sign Colin's oar!



Dawn Lee,
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