

The Pirate Guys, LLC

It's Time To Talk Like a Pirate Again!

Around the world, millions of people will again take part in the newest international holiday - Talk Like a Pirate Day!

Talk Like a Pirate Day is celebrated every September 19th. Last year it reached more than 19 million people on all seven continents. Why? Because it's fun. No other reason than that. Just like the name says, International Talk Like a Pirate Day is the one day a year when everyone – man, woman and child – is not just allowed but actively encouraged to talk like a pirate for the sheer, anarchic joy of it.

The holiday was the the brainchild of John Baur and Mark Summers, two friends who were playing racquetball when, for reasons that aren't clear to them now, they started insulting each other in pirate jargon. They decided to start Talk Like a Pirate Day, and picked September 19th because it is Summers' ex-wife's birthday. The date was stuck in his head and he wasn't doing anything with it anymore, so it would be easy to remember, Summers said. (And she has called and said she's fine with the notoriety.) From such unlikely seeds was born an international sensation. Last year the holiday was marked on all seven continents, including a research ship in Antarctica!

The two friends – who now go by the pirate personas of Ol' Chumbucket and Cap'n Slappy – remain amazed at the success of what they still regard as a small private joke that has taken on a life of its own. Since grabbing the world's attention they have launched a Web site – www.talklikeapirate.com – and written a book – *Well Blow Me Down: A Guy's Guide to Talking Like a Pirate.*"

Because of a quirk of the calendar (September 19th falls on a Sunday this year) and the holiday's growing popularity, the two are this year advocating fans celebrate International Talk Like a Pirate Day Weekend, beginning with growls and ahoy's at work on Friday, September 17, and continuing through Sunday!

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840 Broadway S.W., Albany, OR 97321 – 541-928-3513

"Well Blow Me Down": Pirate Guys release their first book

"Get out the eyepatch and brush up on pirate-eze."

The Tucson Citizen

Avast, ye scurvy dogs and saucy wenches! The Pirate Guys – Mark "Cap'n Slappy" Summers and John "Ol' Chumbucket" Baur – were as surprised as anyone when their idea for Talk Like a Pirate Day went around the world in just two years. In 2003 more than 19 million people on all seven continents took part in the fun. The Pirate Guys have been seen and heard on CNN, National Public Radio, the BBC, Radio Ireland, and plenty more radio stations and newspapers around the globe.

Now they share their booty of pirate lore and high seas hijinks in **Well Blow Me Down: A Guy's Guide to Talking Like a Pirate**. With an introduction by Pulitzer Prize-winner Dave Barry, the Guys tell the how and why of talking like pirates in a "drop-dead funny" book that will shiver your timbers and make even the most confirmed landlubber swagger with pirattitude.

International Talk Like a Pirate Day encourages people everywhere to – just as the name says – talk like pirates for the sheer fun of it every September 19th. **Well Blow Me Down** tells the reader how – with more than 130 definitions of nautical and piratical terms (some of them might even be correct, although the guys, in complete candor, admit that accuracy wasn't even close to their first priority. They're just having fun.) They also show how to use those words every September 19th in the home, the office, at church, school, the doctor's office, at bars and at sporting events.

The book is available to retailers through Ingram Books and Baker & Taylor Books. Readers can purchase it through the Pirate Guys' Web site, www.talklikeapirate.com, through other online book vendors, and in select book stores.

*Well Blow Me Down:
A Guys Guide to Talking Like a Pirate*

Fast facts

- Authors:** John Baur and Mark Summers, creators of International Talk Like a Pirate Day
- Release date:** July 27, 2004
- Publisher:** The Pirate Guys, LLC
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New York, NY 10038
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- Details:** 120-pages, trade paperback, retail price \$10.95.
- Category:** Humor
- Exposure:** The authors and their creation, International Talk Like a Pirate Day, have been featured on radio, television and newspapers across the U.S. and around the world. CNN, National Public Radio's "All Things Considered," the BBC, the Los Angeles Times, the Kevin & Bean Show on KROQ in L.A., and Irish National Radio are among the many venues that have featured the holiday. The Pirate Guys have received feedback from all seven continents, including Antarctica. Their Web site, www.talklikeapirate.com, received more than 19 million hits last September. The Pirate Guys have already had successful book events in Seattle, San Francisco and Las Vegas, among other appearances, and more are being scheduled as fast as the details can be arranged. For information about scheduling appearances, contact wench@talklikeapirate.com.
- Contact:** Send e-mail to Baur at chumbucket@talklikeapirate.com or phone 541-928-3513.

Who are *The Pirate Guys?*

They didn't have a dream, not even plan. It was more of a whimsical notion.

But it was enough to take them from a YMCA racquetball court to radio, television and newspaper appearances around the world, and a staggering 19 million hits on their Web site in just one month.

They are the Pirate Guys, Mark "Cap'n Slappy" Summers and John "Ol' Chumbucket" Baur, two friends from Albany, Oregon, who created the holiday, International Talk Like a Pirate Day and took the idea way too far.

Mark Summers was born in Seattle and grew up there, the fourth of five brothers. His maritime background includes his father, who was an engineer on Boeing's Marine System Division working on projects such as the jet foil, and his grandfather and uncles, who were fisherman on Washington's coast.

Mark earned a masters degree in social work at Portland State University and works as a school social worker.

John Baur hails from Chicago, where he was the only son among eight kids. After earning a bachelors degree in political science, John worked in the daily newspaper business for 23 years. He then worked two years as a science writer for Oregon Sea Grant at Oregon State University.

The two met through a mutual love of theater. John was directing a production of a Civil War drama, "The Andersonville Trial," and Summers was in the cast. Since then the two have become fast friends. It was during a racquetball game several years ago, when they both still labored under the delusion that they could stay in shape, that they came up with the idea for Talk Like a Pirate Day. They chose September 19th because it was Summers' ex-wife's birthday. As he said, "The date was stuck in my brain and I wasn't doing anything with it anymore." From such an unlikely beginning, an international event was born.

The holiday was nothing more than a private joke for several years until Baur happened on the e-mail address of Pulitzer Prize-winning humor columnist Dave Barry. The two sent off a message to the syndicated writer telling him about the holiday. Barry wrote a column about it in 2002, and the guys thought they'd had their 15 minutes of fame. But it was only the start.

Suddenly they were besieged with requests for interviews. With the help of a friend they launched their Web site, www.talklikeapirate.com, and the next fall saw the holiday's popularity grow exponentially.

"I guess it's touched some kind of nerve, just from the sheer whimsy of the thing," Baur said. "We don't know how long it's likely to last, because we never expected it to last as long as it has. But as long as it's still fun, we'll keep doing it."

The two have now written a book, "Well Blow Me Down: A Guy's Guide to Talking Like a Pirate," which is now available online and at select stores.