

For immediate release:

September 19 – It's Time Again To Talk Like a Pirate!

It's time once again to celebrate the fast-growing holiday that has taken the world by storm – International Talk Like a Pirate Day!

Celebrated every September 19, International Talk Like a Pirate Day is the only holiday on the planet that encourages people to babble like buccaneers for the sheer, anarchic fun of it. It's been celebrated by millions of people on all seven continents – yes, even at the South Pole!

The holiday was the brainchild (if that's the right word) of John Baur and Mark Summers, two friends from Albany, Ore., who were playing racquetball when, for reasons that aren't clear to either of 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. 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 gotten completely out of hand. They have swashed their buckles from the Gulf of Mexico to the Puget Sound. They've performed at a glamorous Las Vegas resort and at several seedy bars. Their book, "Pirattitude! So You Wanna Be a Prate? Here's How!" is in its sixth printing at New American Library, and the sequel was recently picked up by another major publisher. Since grabbing the world's attention they have launched a Web site – www.talklikeapirate.com, which draws millions of hits each year, and their online videos have been seen by hundreds of thousands. Summers, Baur, and Baur's wife, Tori (known to pirates as Mad Sally) were featured on a highly rated episode of ABC's "Wife Swap," and the duo have done hundreds of radio, television and radio interviews around the world.

For Talk Like a Pirate Day 2007, the Pirate Guys will be appearing in Los Angeles, with stops at an all-day pirate party in Studio City and a screening of a new pirate movie.

Talk Like a Pirate Day: 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, Ore., 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 originally 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.

It was during a racquetball game several years ago that they came up with the idea for Talk Like a Pirate Day, probably when one of them strained something and let out an "Aarr!" 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. Suddenly the two 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, but as long as it's still fun, we'll keep doing it."

Talk Like a Pirate Day: Odds and ends

- John “Ol’ Chumbucket” Baur, his wife, Tori “Mad Sally” Baur, and Mark “Cap’n Slappy” Summers took part in the ABC reality TV show “Wife Swap.” The episode featuring the Baur family was the series’ highest rated for the 2006-2007 season.
- Talk Like a Pirate Day has been the subject of questions on *Jeopardy!* and *Hollywood Squares*, and in a recent version of the “Trivial Pursuits” board game.
- The Marie Curie Cancer Research Center in London makes Talk Like a Pirate Day the center of their fund-raising efforts.
- There are at least four museum exhibits going on right now focusing on pirates, including one prepared by the National Geographic which is touring Cincinnati, Philadelphia, Chicago and other major cities over the next two years.
- Ol’ Chumbucket, Cap’n Slappy and Mad Sally are going to be the featured guests next February at CapriCon, a major sci-fi/fantasy convention that in 2008 will feature pirates.
- Besides being an excuse for frivolity at home, school and office, International Talk Like a Pirate Day has been embraced by businesses which use it as the centerpiece for promotions, including
 - Long John Silver’s restaurant chain observes Talk Like A Pirate Day
 - Harcourt Children’s Books released its award-winning hit, “How I Became a Pirate,” on Sept. 19 2005. The release was so successful the details of the strategy were written up in Publishers Weekly in a story titled, “Yo Ho Ho and a Marketing Plan,” highlighting the cooperation of the Pirate Guys. Harcourt has since released pirate-themed children’s books in 2006 and again this year.
 - Kodak, the film and camera maker, had a pirate-themed photo contest in 2006.
 - The Party Store, a national chain of party supply outlets, also had a pirate contest, culminating on September 19.

Talk Like a Pirate Day: Media diary

The co-founders of International Talk Like a Pirate Day, Baur and Summers have been interviewed by media all around the world. Outlets on which they've been heard or in which they've been quoted include:

- The Chicago Tribune
- NPR's "All Things Considered"
- CNN
- USA Today
- *The Satellite Sisters* syndicated radio show
- *The Bob and Tom Show* syndicated radio show
- *Kevin & Bean*, the top-rated morning-drive radio show in Los Angeles
- Potomac Daily News, northern Virginia
- WGN TV Chicago
- ABC Radio Network
- Associated Press Radio Network
- CBS Radio Network
- Radio Ireland
- British Broadcasting Corp.

Local stations in Seattle, St. Louis, Lawrence, Kansas, Boston, Tampa, Miami, New Orleans, Seattle, Anchorage, Alaska, Abilene, Texas, Baltimore, Toronto, Edmonton, The Netherlands, Geneva, Switzerland, Aukland, NZ, and all over Australia.

