

For immediate release:

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

All around the world and even hundreds of miles above it, people are celebrating International Talk Like a Pirate Day every September 19.

International Talk Like a Pirate Day is the only holiday on the calendar 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 – and in 2007 its popularity rose to new heights when astronauts on the International Space Station talked like pirates!

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.

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 have swashed their buckles from the Gulf of Mexico to the Puget Sound, from Los Angeles to Chicago. They've performed at a glamorous Las Vegas resort, at libraries, bookstores, schools and at several seedy bars. They've even become “virtual pirates” – their avatars have been included in the online role-playing game “Pirates of the Burning Sea.”

Their new book, “The Pirates Life: Unleashing our Inner Buccaneer,” will be released August 26 from Kensington Books. It's a hilarious sequel to their first hit, “Pirattitude! So You Wanna Be a Pirate? Here's How!” now in its sixth printing at New American Library.

Their Web site – www.talklikeapirate.com – draws millions of hits yearly, 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 ABC's “Wife Swap,” and the duo have done hundreds of radio, television and newspaper interviews around the world. For Talk Like a Pirate Day 2008, the Pirate Guys will appear in Philadelphia.

Talking Like a Pirate – The Beginner’s Course

(Excerpt from “Pirattitude!” So You Wanna Be a Pirate? Here’s How!” by John “Ol’ Chumbucket” Baur and Mark “Cap’n Slappy” Summers, published in 2005 by New American Library. All rights reserved.)

“Aarr!” is one of what we call “the Five As.” We call them this because that’s the letter they begin with, and our crack mathematics team assures us that there are five of them.

These exclamations are the glue that binds together pirate lingo. Even if you don't know a bunghole from a broadside or a mizzenmast from a maidenhead, you can still give your conversation a little pirate panache by injecting these exclamations into yer landlubber lexicon.

Avast – Stop and give attention. It can be used in a sense of surprise, "Whoa! Get a load of that!" when a beautiful woman walks into the room. "Avast! Check out the bowsprit on that fine beauty!" you might say.

Ahoy – "Hello!" Any inference beyond “Hello!” is simply vocal inflection and has nothing to do with the real meaning of the word.

Aye – "Why, yes, I agree most heartily with everything you just said or did."

Aye aye – "I'll get right on that, sir, as soon as my break is over." We've never heard any similarly colorful expressions for "no," perhaps because pirates were the type you didn't want to say no to.

Arr – This one is often confused with arrgh, which is of course the sound you make when you sit on a belaying pin. "Arr!" can mean, variously, "yes," "I agree," "I'm happy," "I'm enjoying this beer," "My team is winning," "My team is losing," "I saw that television show, it sucked," "I am here and alive" and "That was a clever remark you or I just made." And those are just a few of the myriad possibilities of "Arrr!" It's a little bit like the pirate version of "Oy," that indispensable Yiddish word that has almost as many meanings as there are ways to pronounce it.

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 has also worked as a university science writer and edited an international magazine on hydroponic gardening.

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."

They are aided and abetted in their piratey activities by two women:

- Tori "Mad Sally" Baur, John's wife, is an educator and mother who often joins the Pirate Guys on stage and on the road. She is also the videographer who compiles and posts the Pirate Guys' popular youtube.com videos.

- Pat "Jezebel" Kight is the Web Wench. A friend and professional Web designer for the agency Oregon Sea Grant, she lends her expertise to maintaining the Pirate Guy's Web site, www.talklikeapirate.com, along with the photo pages on Flickr, where people from all around the world send photos of themselves enjoying International Talk Like a Pirate Day. Other than that, Pat works as hard as she can to stay out of the limelight.

Talk Like a Pirate Day: Odds and ends

- In 2007 Talk Like a Pirate Day was celebrated on the International Space Station, at the White House, and at the South Pole Research Station.
- 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.
- 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.
- The Marie Curie Cancer Research Center in London makes Talk Like a Pirate Day the center of their fund-raising efforts.
- Cap’n Slappy and Ol’ Chumbucket – the pirate personas of Mark Summers and John Baur, have gone virtual. The two are now characters in the popular online role-playing game “Pirates of the Burnings Sea.” They are, as the designer said, "International Symbols of Pirates Having a Good Time."
- Ol’ Chumbucket, Cap’n Slappy and Mad Sally have been featured guests at CapriCon, a major sci-fi/fantasy convention that in 2008 will feature pirates and other events around the country.
- 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.
 - Kodak was one of many companies running pirate-themed contests.

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
- The Boston Globe
- 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, Auckland, NZ, and all over Australia.

Talk Like a Pirate Day: Contact info and links

E-mail is far and away the best and easiest way to get hold of any of Team Pirate.

Contact info:

Mark “Cap’n Slappy” Summers	capnslappy@talklikeapirate.com	541-619-9579
John “Ol’ Chumbucket” Baur	chumbucket@talklikeapirate.com	
Tori “Mad Sally” Baur	wench@talklikeapirate.com	
Pat “Jezebel” Kight Our Web Wench, master of our domain	webwench@talklikeapirate.com	
Scott Hoffman Scott is our literary agent	scott@foliolit.com	

Links:

Our Web site	talklikeapirate.com
Our youtube.com videos Dozens of funny pirate videos	youtube.com/profile?user=OfficialWench
The Press Room (photos, press kits etc.)	talklikeapirate.com/pressroom.html
Our links page (all things piratey) Hundreds of links to pirates all over the Web	talklikeapirate.com/links.html
The Flickr photo pages Pictures of pirates having fun all over	flickr.com/photos/talklikeapirateday/
Our online shop T-shirts, mugs and more to celebrate ITLAPDay	cafepress.com/talklikeapirate
Print-on-demand books by the Pirate Guys Five more books we’ve made available to our fans	stores.lulu.com/Chumbucket
The Official History of ITLAPDay	http://talklikeapirate.com/about.html
Kensington Books Publisher of our new book “The Pirate Life: Unleashing your Inner Buccaneer”	kensingtonbooks.com
Folio Literary Management (Our literary agent’s Web site)	foliolit.com

