



618 S. Creyts Rd., Suite C
Lansing, Michigan 48917

FOR IMMEDIATE RELEASE
July 23, 2013

Contacts:

- **Jim Dreyer**
World Record Ultra-Marathon Athlete
(616) 878-1650 / cornerstonestrength@comcast.net
- **Sandra Pearson**
President & CEO, Habitat for Humanity Michigan
(517) 526-3534 / spearson@habitatmichigan.org

Swimming to Detroit with a Ton of Bricks

Feat of strength aims to raise funds and rebuild hope

(Grand Rapids, Michigan) World record ultra-marathon athlete and Michigan native Jim Dreyer announced today that he will now swim alone without a support boat, when he attempts to tow a ton of bricks 22 miles across Lake St. Clair to Detroit. Swimming unassisted seemingly adds to the challenge of Dreyer's quest, first announced in May. The swim will support *Habitat for Humanity* and their mission to rebuild Michigan through affordable housing. If successful, the swim, scheduled to begin August 5th, will be recognized as a world record for a feat of strength. The swim will also mark Dreyer's 50th birthday, which will occur later in August.

The swim will begin at the *Clinton River Boat Club* near Algonac, Michigan, and finish at the *Belle Isle Beach* in Detroit. The journey is estimated to take 30 hours. Dreyer will possess a GPS tracking device, so his position in Lake St. Clair can be tracked on his website during the swim.

Best known for swimming across all five Great Lakes, Dreyer describes his next quest as one of his most challenging.

"I'll be towing a ton of bricks a mile further than the width of the English Channel, while finding my way alone across Lake St. Clair to Detroit," Dreyer said. "I will pull two dinghies, each carrying 1000 pounds of bricks, which I refer to as the 'train of pain.' My pain is symbolic of the economic pain felt by the city of Detroit and families all across the state of Michigan trying to keep their heads above water. However, instead of sinking with the weight of our burdens, I believe that we can pull together and be the bricks that rebuild lives, rebuild communities, and strengthen the foundation of this great state."

In regard to swimming alone, Dreyer feels comfortable with his decision.

"I had some logistical issues involving support boats at the eleventh hour," Dreyer explained. "It became a lot simpler just to go it alone. I am trained and accustomed to swimming self-sufficiently, as I did crossing Lake Superior, and I've actually come to prefer it. That is when I believe I am at my best, and it's exciting to raise the bar a little higher."

Dreyer has partnered with *Habitat for Humanity of Michigan* to help fund building projects for up to 75 affiliates through his swim fundraising, called the *Cornerstone Strength Swim Campaign*.

Engraved commemorative bricks, including the authentic bricks towed by Dreyer for the world record, are being sold to support the building project of the purchaser's choice. Purchase options include bricks that are hand signed by Dreyer, bricks that are personalized with a name and logo, and may include bricks that are co-signed by Dreyer with Michigan notables and other celebrities.

To track Dreyer's progress during the swim, to purchase a brick, to organize a fundraiser, and for more information on the *Cornerstone Strength Swim Campaign*, log on to www.CornerstoneStrength.org.