



Creative Crossings Society of Canada

Lee Drever, Public Relations

#200 - 275 East 8th Avenue, Vancouver, BC, V5T 1R9 (604) 618-4539

leedrever@hotmail.com www.rowingacrosscanada.com

---

# Row For the Record

## BACKGROUNDER

Row for the Record is a concept of the Creative Crossings Society of Canada. The Creative Crossings Society of Canada's purpose is to conceive, design and implement unique methods of crossing bodies of land, water or ice to explore the human potential through adventure travel challenges.

The society was established by Kevin Thomson in 1998 when he began planning for his first cross-Canada trip, Running Into 2000. To celebrate the new millennium, Thomson ran solo across Canada ending up in St. John's, Newfoundland for New Year's Eve. This crossing was set at a leisurely pace, as he wanted to see as much of country as he could.

Thomson's background is in electronics, computers, customer service, hospitality, event management and outdoor recreation. He started long distance running while involved with his Vancouver business, Carpe Diem Adventures.

Row for the Record is the second crossing to be attempted by Creative Crossings. This time, however, the crossing is a team effort and also a world's record attempt.