



## **PRESS RELEASE: ANNOUNCING THE 10TH ANNUAL CAPE MAY COUNTY BENEFIT MOTORCYCLE POKER RUN FOR THE TURTLES:**

*“the most ‘out of the shell’ community based conservation project in the United States”*

**Sunday, June 24, 2012**

Website: [www.turtlesinger.org](http://www.turtlesinger.org) E-mail: [turtletoter@comcast.net](mailto:turtletoter@comcast.net)

Please  
help us  
prevent  
this:



And help  
us keep  
them  
alive!

Every year during turtle nesting season, hundreds of turtles are killed trying to cross the roads right here in Cape May County. Pictured above is a diamondback terrapin killed and her eggs scattered on a Turtle Run route, a photo of a few of the riders from last year's Run, and a local painted turtle: just some of the kinds of turtles found and saved on the route. Other turtles riders have helped or seen on past routes (the route is different each year) are snapping turtles, box turtles and red-eared sliders. Karen and Charlie Buckley of Turtlesinger, Inc., the Turtle Run host and a Federal 501(c)3 Public Charity, ride a BMW motorcycle and have already found and saved Red-bellied turtles, painted turtles, and many diamondback terrapins while pre-riding this year's Turtle Run route. **Every year, The Turtle Run educates people about these and other county turtles crossing the roads and raises awareness of turtles like diamondback terrapins during their prime nesting season.**

All proceeds fund more turtle awareness through Turtlesinger, Inc. In 2011, Turtlesinger, Inc. presented its award winning, public education programs about turtles and turtle awareness-raising events to thousands of people, and to 9,545 children and families in Cape May County alone. This year, to date, Turtlesinger, Inc. has already reached 5,873 people in Cape May County and 1,273 people in other parts of New Jersey. Turtlesinger, Inc. serves the public with its award winning, public education programs in schools, libraries, nursing homes, preschools, camps, nature centers, churches, and more, and educates people all over the state of New Jersey (and beyond) about turtles.

The Turtle Run is a poker run. This means that riders pick up tokens at 4 different stops to turn in for poker cards at the final destination. Riders receive an extra card for identifying the different kind of turtle on the token cards at each stop. Riders also receive an extra card for every turtle they help across the road!

The Turtle Run involves a growing list of businesses and sponsors who are helping out this year, including to date: Garden State General Construction in Clermont; Kindle Ford, Cape Savings Bank, Smeltzer & Sons, and Sturdy Savings Bank in Cape May Court House; Harpoon Henry's in North Cape May; Life is Good, Lighten Up Kites and Green Cuisine in Stone Harbor; Tortilla Flats in Avalon, Woodbine Dental; Dairy Queen and Hair Cattery in Rio Grande; Sunset Beach Gifts in Cape May Point; The Wharf Restaurant in Wildwood, Uncle Bill's Pancake House, M.S. Brown Jewelers in Wildwood, and more! For a complete listing of past and current sponsors, go to [www.turtlesinger.org](http://www.turtlesinger.org) and click on "Run for the Turtles Sponsors".

25-lb. tortoise Big Black Bart, the original official Turtle Run Mascot, will be on hand at the starting point and at the final destination, as always wearing his biker belt for the occasion. He will also be joined again at registration by additional official Turtle Run Mascot Spike, a 16-lb. (he's only 6 years old) friendly snapping turtle who wears a Ride Aware scarf.

Once again, Kindle Ford in Cape May Court House is the starting point and registration part of the run. Registration for the event will take place from 10:00 A.M. to 11:00 A.M. This year's run also includes a blessing of each bike at a different stop from last year. Fees for this benefit are \$20 per rider (not bike), \$10 for kids 12 and under (under 6 free). The fee includes turtle run t-shirts and turtle pins for the first 100 registrants, Poker Run map, afternoon social from 2:00 p.m. to 4:00 p.m. with endless food, soda and coffee, cash bar, door prizes, and announcement and presentation of trophy awards. Prizes will be awarded for the highest and lowest poker hand, oldest rider, oldest bike ridden, and youngest rider. Trophies will be awarded to the motorcycle club most represented, and to the rider who has traveled the farthest distance. Those who need more information can also call The Turtlesinger, Inc. Hotline at (609) 553-5353, email [turtletoter@comcast.net](mailto:turtletoter@comcast.net), call Kindle Ford at (609) 465-5000 or visit [www.turtlesinger.org](http://www.turtlesinger.org) and see the "Run For The Turtles" link there for information, download registration forms and this year's poster.

Join us for this fabulous, fun, "Rain or Shine" event! Motorcycle riders as well as motorists in cars are encouraged to help turtles cross the roads during the run. Pre-registration is encouraged as classic car motorists have already shown an interest in participating this year, and motorcycle riders started pre-registering in February. Turtle run t-shirts and turtle-themed pins go to the first 100 riders (and they always go fast)!

What a fun and worthwhile way to help turtles and to celebrate the environment and the last weekend in June!

*June 4, 2012*



*Turtle Run Mascot Big Black Bart with his custom "Biker Belt"*



*and Spike*