

Search BankerandTradesman.com

Classifieds

Records



BANKER & TRADES

THE REAL ESTATE, BANKING AND COMMERCIAL WEEKLY FOR MASSACHUSETT

NEWS

Front Page
The Teller
Editorial and Opinion
Design Matters
Profile in Commerce
Banking & Lending
Breaking News
Commercial & Industrial
Residential Real Estate
By the Numbers
People
Technology in the Trenches
Work in Progress
Real Estate Records
Credit Records

SUPPLEMENTS

Commercial R.E. Monthly
Structures

SEARCH

SERVICES

Advertising Info
Subscription Info
Article Reprints
Contact Us
Editorial Calendar

TAMPA, Fla., June 4 /PRNewswire/ -- At five-foot-five and 120 pounds, Roz Savage seems an unlikely candidate to row 6,700 miles, alone, across the massive Pacific Ocean. But Ms. Savage has already rowed 3,000 miles solo across the Atlantic Ocean in 2006 - to show "what an ordinary person can do when they put their hearts and minds and souls into it."

(Photo: <http://www.newscom.com/cgi-bin/prnh/20070604/CLM038>)

Her Pacific voyage has an even greater purpose: "To raise awareness of the devastating effects plastic debris dumped in the ocean is having on marine life." The trip, which launches from San Francisco in July, is a project of the Blue Frontier Campaign, a non-profit marine conservation organization.

During this trip, which won't be completed until 2009 and will cost nearly \$600,000, Savage, 39, will be able to communicate instantly with thousands of supporters from all over the world using a text-messaging system provided by her newest sponsor, Agile Communications Group (<http://www.agile-communications.com>), a wireless technology company with headquarters in Tampa.

During the three-stage journey, supporters may opt-in to receive text-message updates directly from Roz by texting "Voyage" to "Agile" or 24453. Followers will be able to send text or email messages to Savage's land-based crew, who will relay them directly to her aboard her boat, Sedna Solo. Savage will answer some of the messages and provide periodic reports on her progress, location updates, and invitations to view on her Website (<http://www.rozsavage.com>) the daily blogs, podcasts, video and photographs of the journey.

"We are proud and excited to sponsor an event that spotlights both a critical environmental issue and the courage and stamina of one human being," said Rick Bowen, director of business development for Agile. "We hope by bringing Roz's adventure to her supporters almost as it happens, we will add thousands of new voices to the effort to save the world's oceans and marine life."

Agile Communications Group is dedicated to extending communications and marketing capabilities through text messaging, offering a content gateway that connects directly to all major U.S. wireless carrier networks.

News Headlines from: