

Artists essential to the Swim for Life's success.

<http://www.thecompact.org/page1/page1.html>

Just getting the Swim for Life up and running the first few years was the primary focus, but the question on many people's minds was: Who's doing the t-shirt design? Living in a town steeped in creatives, it's not surprising that the unveiling of this image gets a buzz going and enhances swimmers' enthusiasm to collect pledges. Since the first event in 1988, swimmers raising \$150 in pledges receive a free t-shirt (it's \$100 minimum to swim). The 2010 Swim for Life is set for September 11.

Often the designs responded to the times, such as Bill Evaul's dramatic block print of the Rose Dorothea – with its bold red sails – at a time when Flyer Santos' scale model in the present library building was in peril. Or Patrick Blackwell's prescient twin Pilgrim Monument design three years before 9/11. Was MP Landis's "bear paw" – orange swim caps receding to an uneven horizon – a subliminal comment on the state of the town in the 1990s? Once the Smithsonian Institute loaned us an image from the local Beachcombers' collection, a photo of three figures in full-length bathing suits on the waterfront.

Over these twenty three years, artist Donna Flax collaborated with the Swim for Life and each artist to ensure the best possible printing of the artists' palette and image, one year creating her own haunting design of human figures floating like spirits in the blue sky. When Paul Bowen was asked to create an idea in 2006, his simple graphic drawing of a swimmer was printed in red and white on a black t-shirt. This was the first time it felt OK to use black in such a bold way.

Other memorable artwork includes Marion Roth's black and white pinhole photo of a tilted harborscape, Ewa Nogiec's compelling graphic, Kristine Hopkins's Swim number seven and eight, and Rob Westerberg's Million Dollar Swim, all three integrating the names of the swimmers into the designs. Barbara Cohen's abstracted buoys contrasted sharply with Mike Ware's stark mermaid, while Sally Brophy's and Susan Baker's playful images were miles away from Bailey Bob Bailey's conceptual lifesaver, floating in a sea of aqua.

Last year's mesmerizing image by Shirl Roccapiore is followed this year by Varujan Bogoshian's forceful, engaging creation (100% organic cotton), now available on t-shirts at downtown Seamen's Bank, Venture Athletics and the Pilgrim Monument. Images may be viewed online at www.thecompact.org

Celebrating its 23rd year, the Provincetown Swim for Life & Paddler Flotilla will welcome swimmers and kayakers from across the country on Saturday, September 11 for this weekend benefit for AIDS, women's health services and the community. The 2009 event raised \$200,000 from 363 swimmers and dozens of kayakers. Beneficiaries include the AIDS Support Group of Cape Cod, Helping Our Women, Outer Cape Health Services, Provincetown Rescue Squad, Lower Cape Ambulance, Soup Kitchen in

Provincetown and the Academy at Provincetown High School. Business sponsors for 2010 to date include: Provincetown Banner, Paul Mitchell, Boatslip Resort, Far Land Provisions, White Porch Inn, Seamen's Bank, Lobster Pot Restaurant and Fanizzi's Restaurant. The event is also sponsored in part by the Provincetown Tourism Fund.

This popular post-Labor Day celebration and quintessential community event will be held at the Boatslip Resort, 161 Commercial Street, and includes the Mermaid Brunch, entertainment by Zoe Lewis and the awards ceremony. The Celebration of Life Concert will be held at the Meeting House on Friday evening, produced by John Thomas. Local community radio station WOMR 92.1 FM (www.womr.org) will once again broadcast the event live and online from the Boatslip Resort and from the starting line at Long Point. Provincetown Community TV will also be on deck to record swimmers' stories

For registration forms for swimmers, paddlers, security boaters, volunteers and sponsorship opportunities, or to make a donation, contact: Swim for Life, P.O. Box 819, Provincetown, MA 02657, 508-487-1930, email, thecomact@comcast.net, and at its website, www.swim4life.org.

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