

info from WCAS

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THE GREAT CAMBRIDGE FRISBEE THROW

Nadia Comaneci, the U.S. Basketball Team, and Dave Johnson: World Champions. Dave Johnson? Dave (weatherman on WCAS) can throw a frisbee further than anyone in the world - he has the record, 412 feet to be exact - and even though frisbee isn't in the Montreal games, it may be an Olympic event soon. But before that happens, WCAS will present "The Great Cambridge Frisbee Throw": a September Sunday afternoon by the Charles River devoted to frisbees, music, radio, picnics and fun.

Date: Sunday September 12, 1976 (rain date: Sunday, September 19, 1976)

Time: noon - 5pm

Place: The Christian Herter Center, 1175 Soldiers Field Rd.,

Allston, Mass.

There's plenty of space for the "Great Cambridge Frisbee Throw" to be a three ring circus:

I) FRISBEE

A.) Distance and accuracy competitions open to the community. Prizes will be given to winners.

B.) Demonstrations by world champions Dave Johnson and John Kirkland (Kirkland has toured with the Harlem Globetrotters displaying his Frisbee skills during half time). These fellows will demonstrate distance and accuracy as well as K-9 (dog retrieval), MTA (maximum time aloft),

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and freestyle tricks.

C.) Charles River Showdown - Dave and John pitted against one another in a best of ten throws to make it all the way across the Charles River. Can it be done at all? (Errant frisbees to be retrieved by canoe).

II.) MUSIC

- The amphitheatre at the Christian Herter Center (a few hundred yards up river from the frisbee field) will be the site of live music with the finest local and national talent we can find.

III.) RADIO

- WCAS will broadcast from the event featuring the live music described above along with color and commentary on the proceedings. (Including sponsor mentions)

There's More:

-Frisbees with WCAS logo and sponsor logo will be distributed along with bumper stickers and possibly T-Shirts.

-Hamburgers, hot dogs and soft drinks (no beer, wine or liquor allowed) will be sold by the Christian Herter Center, a non-profit organization.

THIS PROMOTION WILL ATTRACT MEDIA COVERAGE. Newspapers and T.V. Stations love the visual impact of a frisbee tournament.