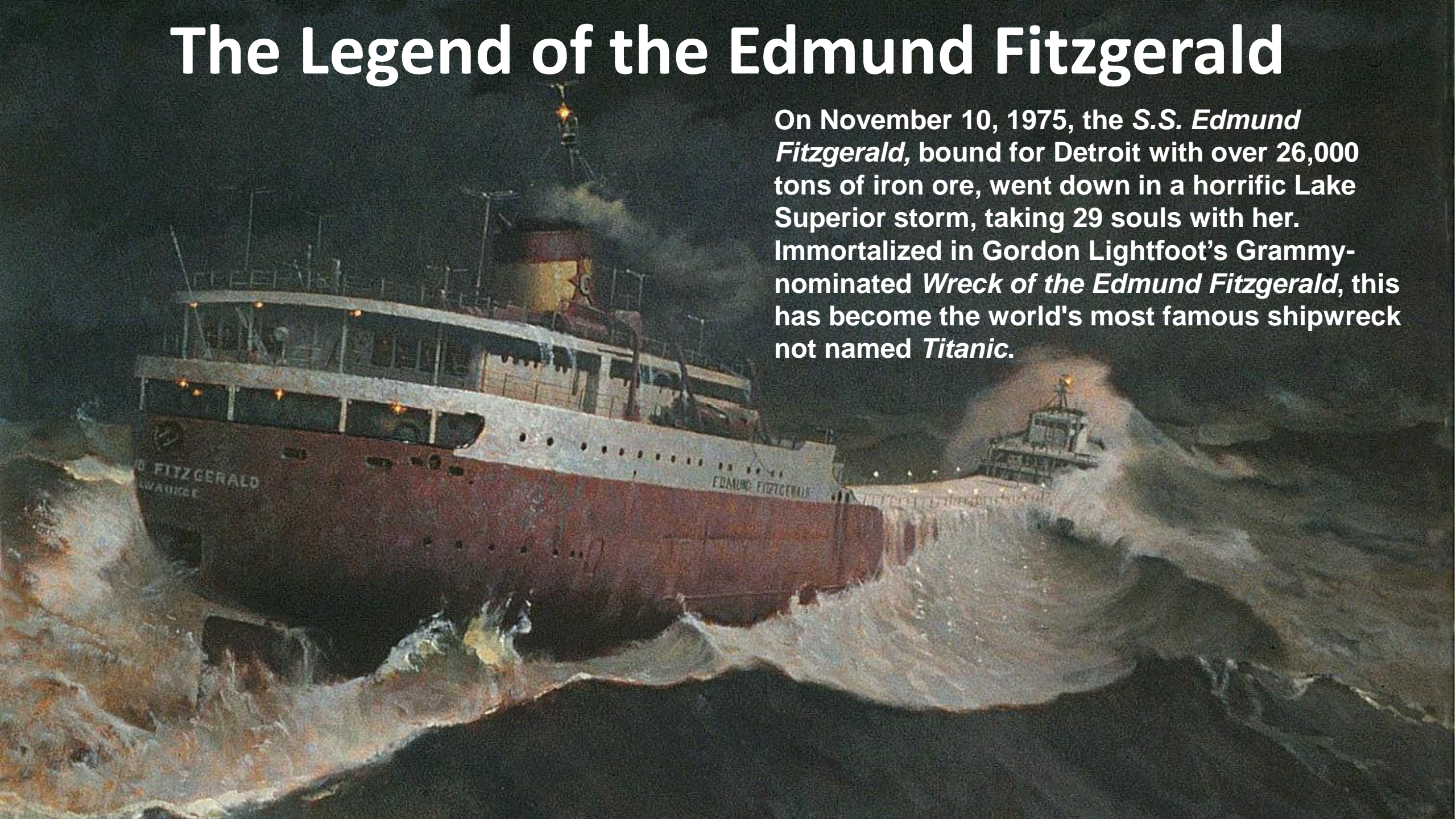


# The Legend of the Edmund Fitzgerald

On November 10, 1975, the S.S. *Edmund Fitzgerald*, bound for Detroit with over 26,000 tons of iron ore, went down in a horrific Lake Superior storm, taking 29 souls with her. Immortalized in Gordon Lightfoot's Grammy-nominated *Wreck of the Edmund Fitzgerald*, this has become the world's most famous shipwreck not named *Titanic*.





# A New Chapter

In 2025, to commemorate the 50th anniversary of this historic maritime tragedy and to pay tribute to the 29 lost mariners, open water swimmers will carry on their legacy in a 411-mile relay swim from the point where the *Edmund Fitzgerald* lies in Lake Superior to Detroit. The swimmers will symbolically complete the intended route and cargo delivery that the big ship was tragically unable to complete on that fateful night 50 years ago, by passing between them iron ore pellets from the same Lake Superior dock where she took on her last load.



# INTRODUCING THE ...



- July 26 - August 28, 2025
- 411 Miles
- 17 Stages
- 4 Relay Swimmers Per Stage



**The Legend Lives On ...  
Preserved in a Film  
for All of Posterity**

**This history-making  
commemorative swim will be the  
subject of a documentary film,  
providing extensive reach and an  
unlimited shelf life in promoting  
the project's partners.**

**[See the film treatment here!](#)**

*Produced By*



**GREAT LAKES  
SHIPWRECK  
HISTORICAL SOCIETY**



**BIG FIN  
PICTURES**

# There Will Be Plenty of Drama, Intrigue, & Emotion

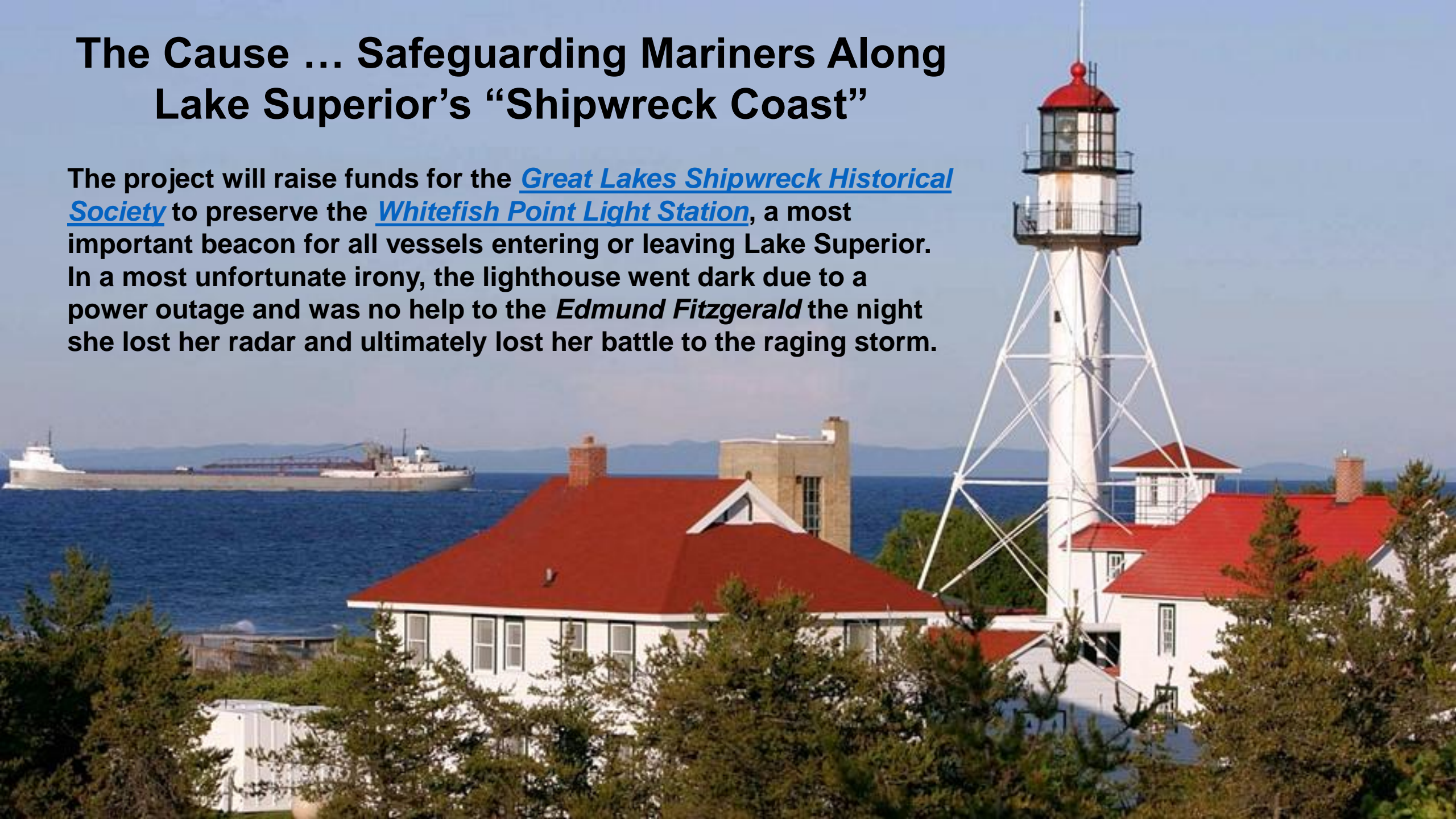


The adventure begins following a poignant ceremony in the water above the wreck of the *Edmund Fitzgerald*, where swimmers leave a memorial and family members of the lost crew lay flowers over their loved ones resting below. The journey concludes over a month later in Detroit, where swimmers present their iron ore cargo to dignitaries in a memorial service at the *Mariners' Church of Detroit*. The church bell will be rung for each crew member of the *Edmund Fitzgerald*, just as it was 50 years ago. In between Lake Superior and Detroit, many other adventures await ... including an epic crossing of Lake Huron between Michigan's upper and lower peninsulas.



# The Cause ... Safeguarding Mariners Along Lake Superior's "Shipwreck Coast"

The project will raise funds for the [Great Lakes Shipwreck Historical Society](#) to preserve the [Whitefish Point Light Station](#), a most important beacon for all vessels entering or leaving Lake Superior. In a most unfortunate irony, the lighthouse went dark due to a power outage and was no help to the *Edmund Fitzgerald* the night she lost her radar and ultimately lost her battle to the raging storm.





# Is Partnering With Our Event & Film Project A Good Fit?

Your company may benefit from engaging our audience if any of the following apply:

- You have a presence in or ties to the Great Lakes region and are interested in associating your name with the promotion and preservation of Great Lakes maritime history.
- You are interested in memorializing the 29 men who perished on the *Edmund Fitzgerald* and in protecting mariners through the preservation of the *Whitefish Point Light Station* as part of your public relations strategy.
- You have ties to the steel, commercial shipping, recreational boating, fishing, diving, or tourism industries in the Great Lakes.
- You target athletes, adventurers, history buffs, and Great Lakes enthusiasts.

# The Scope of Our Audience

- Every anniversary of the *Edmund Fitzgerald's* sinking produces international media coverage. The magnitude of the historic 50<sup>th</sup> anniversary commemoration swim is expected to create extensive international coverage with an unprecedented number of media impressions, as the growing story is followed over the course of 34 days.
- The film documenting the commemoration swim will reach an extensive audience with an unlimited shelf life. Targeted distribution channels include the film festival circuit, Netflix, and Hulu.
- Detroit's media is sure to be most heavily emersed in covering the swim, finish line activities, and the *Mariners' Church* memorial service. Detroit is the 14<sup>th</sup> largest DMA in the U.S., with an audience of nearly 2 million.



# Interested?

Let's talk about  
your goals and  
explore how  
we can reach  
them by  
customizing  
a partnership  
that entices  
and engages our  
common audience!

## CONTACT

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[EdmundFitzgeraldSwim.org](http://EdmundFitzgeraldSwim.org)