



## Media Release & PSA



### PSA & News Release

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In turn, we give our media list (that's you), permission to use these photos, as well as our logos (found on the "Media" page) for use in helping us promote CHA events. Please feel free to share our 2014 promotional video on your web page, Facebook page, tv station or radio broadcast.

Thank you for supporting the Celtic Heritage Alliance!  
<http://youtu.be/C0wLYqs9Pwc>

### FOR IMMEDIATE RELEASE

### SHOW OF STRENGTH: THE HIGHLAND GAMES RETURN!

**Newport, OR** - Athletes from all over the Pacific Northwest will be throwing their weight around at the 4th annual Newport Celtic Festival & Highland Games June 13, 14 & 15, 2014 at the Lincoln County Fairgrounds.

Pre-dating even the Greek Olympic events, and according to the "Book of Leinster," these heavy events were carried to Scotland with the migration of Celtic tribes from Ireland and lay the basis for the claim that these are the oldest continuing athletic traditions in the world; save one - Japanese Sumo

Wrestling.

"You need at least five of the traditional events to make up the games," Athletic Director, Raymond Mabey said. The events include the Braemar Stone and Open Stone, Sheaf Toss, Weights for Distance, Weight Over Bar, Scottish Hammers and the Caber Toss.

Kilted competitors are sectioned into classes, such as novice, men who weigh less than 200 pounds, women, and seasoned competitors, among others.

Each must run the gauntlet of the nine separate heavy events. Anyone can sign up on the day to try it out, provided there is room in their class. "We are excited to see more throwers in this year's event, with over 45 male and female athletes anticipated in the competition," said Mabey.

There are three main goals for the events height, distance and accuracy. The weight over bar and sheaf are height events. The athletes throw the weight and toss the sheaf as over a bar that increases in height. They get three attempts at each height until they miss three times consecutively.

The weights for distance (heavy and light), stones (open and Braemar), and hammers (heavy and light) are distance events. The athletes get three opportunities for each. The caber is an accuracy event. The athletes must "pick" the caber upright in their hands, run with it, then stop and throw it. It must turn end over end. A perfect throw ends with the 'top' end nearest to the thrower and the 'bottom' end pointing exactly away. If the throw is not perfect, it is scored by viewing the caber as though it were the hour hand on a clock. A perfect toss is 12:00.

Those that "turn" the caber will then have the opportunity to toss the "Clan MacLaren Challenge Caber" for a \$100 cash prize.

The real crowd-pleaser is the sheaf toss event. Competitors must fling a weighted burlap sack of twine with a pitchfork over a crossbar. "Some competitors toss the sheaf nearly 30'! The crowd really likes to cheer on the athletes as they try for personal records," Mabey said.

Newport's Highland Games have seen professional and college athletes, National Champions, former World's Strongest Man competitors, a former Olympic athlete - a wide array of talent from varied backgrounds.

Local athlete, Bo Johnson, is back again this year. Bo set a field record in his first year as a novice sending a 16 pound Scottish Hammer 104 feet which beat the Men's A category by 2.5 feet.

In conjunction with these heavy events, another traditional Highland Games competition will take the form of the Kilted Kilometer Fun Run which acts as the "Running for Shelter" fundraiser for the benefit of the Lincoln County Animal Shelter. Each year, runners (and their dogs) don their colorful kilts and take to the sand at Newport's Nye Beach. This year, registration begins at 1:00 and the run will kick off at 2:00pm followed by the Sand Sculpture Competition at the Nye Beach turnaround.

The Celtic Heritage Alliance is proud to organize these events once again and for the sponsors who made them possible; Ultrasonic Events, Newport Signs, Georgia-Pacific, Coastal Celtic Society, Hallmark Resort, Nana's Irish Pub, and Oregon Coast Magazine. For more information about this year's Newport Celtic Festival & Highland Games, please visit [www.newportcelticfestival.com](http://www.newportcelticfestival.com).

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## **MEDIA CONTACT**

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*Official logos and web-ready graphics and **PDF original releases with photos** for use with News Releases can be downloaded on our web page at the following link: [MEDIA](#)*

CHA Logos should be used with all events with, while the Newport Celtic Festival & Highland Games (NCFHG) logo should be used in connection with the June festival.

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