FOR IMMEDIATE RELEASE: August 3, 2023

CONTACTS:

Jim Dreyer (JimTheSharkDreyer.com)
(616) 878-1650 Mobile • (616) 296-2319 Office
eventmarketing@comcast.net

PHOTOS/VIDEOS: https://drive.google.com/drive/folders/1GE2iMMgKzUrCYhhEEjFBNYQkk-pM0xN8?usp=sharing

Dreyer’s Milwaukee to Grand Haven Swim Cut Short by Weather

(Holland, Michigan) Jim Dreyer and his support team arrived in Holland, Michigan Tuesday evening after he was forced from the water 10 miles east of Milwaukee, Wisconsin, at about 3:00 p.m. CDT that afternoon. Dreyer, known as “The Shark,” was attempting to swim an 82.5-mile route across Lake Michigan from Milwaukee to Grand Haven, Michigan.

The swim, entitled Lake Michigan – The Silver Sequel, started at 6:00 a.m. CDT on Tuesday, August 1st, the same day he embarked upon the first record-setting swim between the two states 25 years ago. That 1998 swim was a 50-mile point-to-point swim from Two Rivers, Wisconsin to Ludington, Michigan, which grew into a 65-mile swim due to strong currents.

Currents were also a factor in ending Dreyer’s 2023 25th anniversary swim.

“A couple of hours into the swim, lake conditions became much rougher than what was forecasted,” said Mike Larsen, owner and skipper of Knot Balanced, Dreyer’s support boat.

“Every time Jim would feed, we would get pushed further off course to the north, and with waves out of the southeast, he was forced to swim directly against the current. Slowed by the currents, it was extremely difficult for the crew to maintain a course at such a low speed.”

“Furthermore, it was becoming dangerous for Jim and the team to conduct feeding from the heaving boat, and with worsening conditions forecasted and night coming on, the prospect of a water rescue would become more difficult to execute. Fuel consumption was also going to become an issue due to the increased length of the swim.

Due to drifting, Dreyer actually swam 12.3 miles in covering 10 miles in 9 hours from Milwaukee, according to Larsen.

“Even without worsening conditions, the drifting would translate to more than a 72-hour, 100-mile swim to Grand Haven,” Larsen said. The team felt it was more prudent to pull Jim from the water sooner versus later. We are all disappointed.”
“Yes, I am extremely disappointed, but I understand this is part of the game” Dreyer said. It is not easy being a member of Team Dreyer. They all worked tirelessly and had difficult decisions to make. I appreciate that they are highly skilled and embrace taking on these adventures with me. We developed a lifelong bond out there.”

“Personally, I felt just as good after the swim as I did before the start. This swim was shorter than this summer’s shortest training swim (16 miles), and after peaking with two 40+ mile training swims in the same week, this did not even put a dent in me. I was planning to swim for however long it took and never stopped believing I would make it.”

“This is a shame and not how I wrote it up. I am a firm believer that you can write your own script for success, but I am also reminded that Almighty God does the final editing.”

Dreyer was non-committal on whether he would attempt the swim again.

“You know I want to try it again,” Dreyer said. “It is too soon to say, though. I do have other plans and it may just be time to move on.”

Dreyer’s efforts benefit the Grand Haven Chapter and Western Lake Michigan (Milwaukee) Chapter of the U.S. Coast Guard’s Chief Petty Officers Association, supporting Lake Michigan Guardians, their families, and communities on both shores. Donations are encouraged and greatly appreciated.

###

Event Marketing Enterprises, Inc.
17527 Parkwood Dr., Ste. B, Spring Lake, MI 49456