National Championship Puts Concrete Canoe on Times Square Billboard

SAN LUIS OBISPO -- It's a long road from San Luis Obispo to Times Square in New York City. For the Cal Poly Concrete Canoe team, that year-long journey required 4,600 hours of work and a national championship.

After Cal Poly hosted and won the National Concrete Canoe Competition on June 19, PR Newswire posted a picture of the winning canoe on its electronic billboards overlooking Times Square and Las Vegas. This was Cal Poly's first Concrete Canoe national title.

Click here to read details on Cal Poly's concrete canoe victory

Photo courtesy PR Newswire