

# GYBE TALK

The official newsletter of the COWES INTERNATIONAL CUP

Issue No. 1

COWES INTERNATIONAL CUP™  
Corporate Matched Yacht Racing & Hospitality

## England Rugby Star to Entertain Guests at Gala Dinner

We are delighted to announce that former Bath, England and British Lions rugby union star **Gareth Chilcott** will entertain crews at the Gala Evening in Cowes on September 7. Gareth's selection of amazingly funny rugby anecdotes has been enjoyed at sporting and company dinners all around the country.



A natural entertainer (he even does pantomimes) "Cooch" is recognised as one of rugby's true characters. When in full attack, his famed headband and trademark moustache, coupled with his fearsome visage and huge physical appearance were never calculated to put his opponents at ease. Always giving 110%, he now gains the same respect for after-dinner presentations.

## New Team Members

During recent weeks, two important new members have joined the Cowes International Cup team.

**Clare Macnaughton** is handling publicity for the event. Prior to establishing her own business, Clare was PR Manager for Mike Golding during his epic voyage in the 2004-05 Vendée Globe, gaining an unrivalled knowledge of yachting and the press.



Clare's first client was Alex Thomson - the youngest Skipper ever to win a round-the-world yacht race. Clare will make a major contribution by creating publicity for the event, its sponsors and entrants, mainly through business-orientated publications and the yachting press and provide expert support to the sponsor's and entrants' own PR teams, if required.

**Selena Hobbs** will be representing the Cowes International Cup in 'the City' and the London area generally. In her previous role, Selena successfully marketed the annual Stella Artois tennis tournament, so is very well placed to discuss cost-effective event opportunities.



A keen yachtswoman and member of the Island Sailing Club in Cowes, Selena also has the knowledge necessary to advise companies on this exciting corporate sailing event, whether or not they have had previous sailing experience. Operating from her London base, Selena is conveniently located to meet interested companies and organisations at their own offices.

## Upgraded Web Site Launched



The new and improved web site of the COWES INTERNATIONAL CUP™ [www.cowesinternationalcup.com](http://www.cowesinternationalcup.com) was launched on 23 January 2006. With an additional 9 pages and a host of new features, it will become a regular destination for corporate sailors and all those with an interest in sailing and the sea.

Along with details and all the news of the Cowes International Cup, the event's key Business Partners can be accessed, along with a list of general services in the Solent area and a Sailing Directory.

The site will be promoted through search engines and traditional media including [www.cowes.co.uk](http://www.cowes.co.uk) - the official Cowes Harbour Commissioners' web site - where the Cowes International Cup will be listed in the 'Events Calendar' and elsewhere. A 'Members Only' section and other pages will be incorporated at the appropriate time, amongst other things facilitating exchange of information and networking between participants in the event.

### Business Principals – are invited to contact:

[info@cowesinternationalcup.com](mailto:info@cowesinternationalcup.com) for details of how to obtain a **FREE** listing in the Sailing or Local Directory.

## GYBE TALK™

We hope that you enjoyed reading **GYBE TALK™**, the Cowes International Cup's official newsletter.

Published both to promote the event itself and business-to-business networking between corporate entrants and hospitality guests, 'Gybe Talk' will be produced regularly in print, in electronic format and on our web site.

Whilst starting in a modest way, it is our intention to develop 'Gybe Talk' into a comprehensive newsletter as the Cowes International Cup develops and grows over the coming weeks, months and years. Therefore, any suggestions and stories for consideration will be much appreciated

## ENTRIES

To secure your entry to the COWES INTERNATIONAL CUP™, book a spectator boat or for further information, please:

Telephone +44 (0)23 8086 8595

E-mail: [info@cowesinternationalcup.com](mailto:info@cowesinternationalcup.com)

Or use the '[Contact Us](#)' page of the new web site.

A donation to the Cystic Fibrosis Trust will be made for every yacht entered and spectator boat booked.