

**A CALL FOR ENTRIES INTO  
THE COWES INTERNATIONAL CUP™**

**A BRAND NEW CORPORATE YACHTING EVENT**

*7 – 8 September 2006*

*Yacht Racing, Team Building, Corporate Entertainment, B2B Networking*

**Southampton, Hampshire – 31<sup>st</sup> October 2005.** The organisers of The COWES INTERNATIONAL CUP™ are inviting all businesses and organisations – large or small – to seize the opportunity to participate in this exciting new event being hosted in the Solent, on the south coast of England, on the 7 – 8 September 2006. Everybody is welcome – experienced or not.

The corporate crews will enjoy two stimulating days of racing aboard a fleet of Sunfast 37s, the matched yachts ensuring that everyone starts on an equal footing. For less experienced crews, qualified Skippers are available.

The Cowes International Cup also offers businesses the opportunity to entertain key audiences, including customers, suppliers and employees, whilst watching their team race aboard either luxurious powerboats or ocean-going sailing yachts.

“It is a cost-effective way of taking part in a challenging team-building experience and hosting key business partners, whilst raising the profile of an entrant’s corporate brand and meeting interesting new people at the same time,” says Geoff Hill, one of the founders of the Cowes International Cup.

“Corporate yacht racing is an excellent leveller. We are bringing groups of people together in an exhilarating environment, where good teamwork and communication is essential, and with a warm, socially engaging atmosphere ashore where participants and spectators alike will share their experiences and get to know each other.” Says Hill.

Whilst yacht racing may have a reputation as an elitist and expensive sport, the Cowes International Cup has been developed in such a way that both the race entries and spectator packages are very reasonably priced. The organisers will also make a donation to the Cystic Fibrosis Trust - the official event charity - for every race entry and hospitality boat booked.

The founders noticed that corporate yacht regattas normally fit into one of three categories – team building exercises (often too strenuous for less experienced crews), pure corporate hospitality or those restricted to one category of business. As a result, they created the Cowes International Cup as a unique opportunity for a wide range of commercial organisations to combine yacht racing, team building, corporate entertainment and business-to-business networking all in a single event.

In setting up the Cowes International Cup, the founders have selected Sunsail Worldwide Sailing Ltd - the UK’s leading provider of worldwide sailing holidays - to supply their fleet of Sunfast 37ft yachts for the event.

For more information, please visit [www.cowesinternationalcup.com](http://www.cowesinternationalcup.com)

Ends.

Media Information & Photographs - please also see page 2.

## **The COWES INTERNATIONAL CUP™**

The Cowes International Cup was founded by Geoff Hill and Robert Catcher. Both have extensive experience of event organisation and management in numerous sports including Rugby Union, Golf, Tennis, Motor Racing as well as events at sea. Sunsail's experienced race officials are providing technical advice and management of the actual racing.

### **Photographs:**

A selection of yachting photographs (with copyright information) will shortly be available from our new gallery, accessed at [www.cowesinternationalcup.com/news-press](http://www.cowesinternationalcup.com/news-press).

Meanwhile, please e-mail your requirements to [ghill@cowesinternationalcup.com](mailto:ghill@cowesinternationalcup.com) describing the image required from the general pages of [www.cowesinternationalcup.com](http://www.cowesinternationalcup.com).

### **Further information:**

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The COWES INTERNATIONAL CUP™ is owned, organised and presented by Cowes International Cup Ltd with race yachts and technical advice by Sunsail Worldwide Sailing Ltd and race organisation by Port House Yacht Club.