

TALISKER[™]
WHISKY

ATLANTIC
CHALLENGE



RACE REPORT

2019 / 20

ORGANIZED BY
atlantic
campaigns

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RACE ORGANISERS



TITLE SPONSOR



REPORT & ANALYTICS



Main Photographer: Ben Duffy

Supporting Imagery: Ted Martin, Robin Skjoldborg, Penny Bird, Lars Kristiansen and Manfred Tennstedt

The purpose of the Race Report is to give an overview of the Talisker Whisky Atlantic Challenge and showcase its audience reach and impact for new and existing stakeholders.

Specifically, the report has been created to help the participating teams explain the race to sponsors and other relevant parties.

Data detailed in this report was collected between October 2019 and April 2020.

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Data provided by Talisker courtesy of CSM Sport and Entertainment

Editor In-Chief: Mohammad Al-Natour

THE RACE

TALISKER WHISKY ATLANTIC CHALLENGE

The premier event in ocean rowing - a challenge that takes rowers more than 3000 miles west from San Sebastian in La Gomera, Canary Islands to Nelson's Dockyard in English Harbour, Antigua & Barbuda. The annual race begins in early December, with up to 35 teams participating from around the world.

The Talisker Whisky Atlantic Challenge brings together teams from all walks of life, united by the same objective - to take on the unique challenge of crossing an ocean in a rowing boat.

The atmosphere is electric as the teams help each other prepare for the challenge of the mighty Atlantic Ocean. The race creates strong friendships and competitiveness gives way to camaraderie as months of planning turn into reality at the start line in La Gomera.

At sea, the teams battle with sleep deprivation, salt sores and the physical extremes that the row inflicts. Rowers are left with their own thoughts, the vast expanse of the ocean and the job of getting the boat to safety on the other side. The race offers a different experience to all involved.

Upon finishing, rowers join a small community of friends that have shared the adventures of an ocean crossing. The mental and physical endurance results in a life-changing achievement that will never be forgotten.



Teams depart from La Gomera, Spain and row across the Atlantic arriving in English Harbour, Antigua

RACE ORGANISER

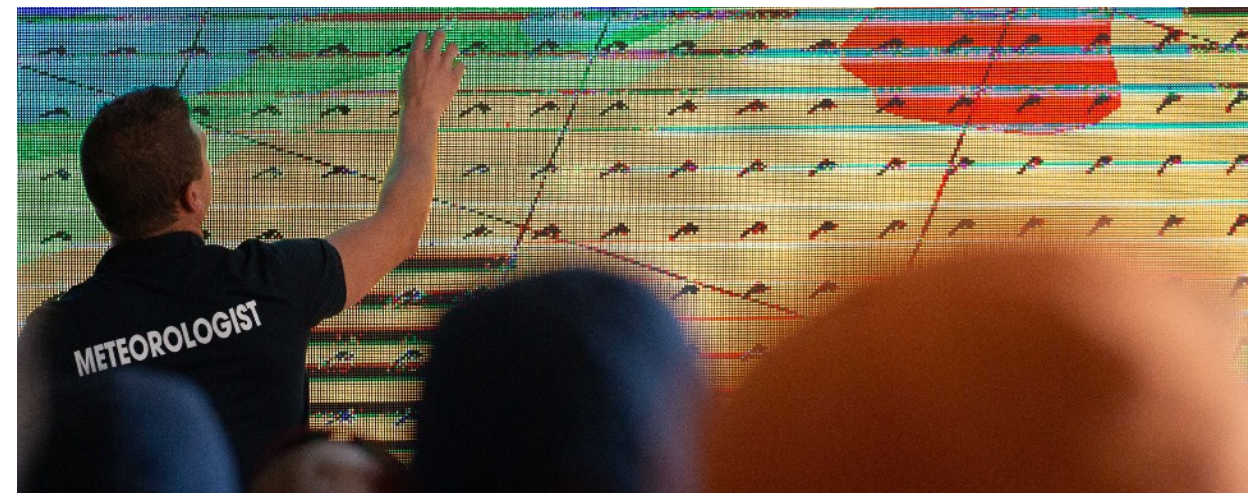
Atlantic Campaigns are the owners and organisers of the race. The company's staff has more than 50 years of ocean rowing experience, which is combined with a deep dedication to - and passion for - the sport.

Atlantic Campaigns see the race as a platform to nurture and create future greatness. The characters that take part often become role models for ocean rowing and sometimes even mentors for future teams.

Atlantic Campaigns' main concern is always safety, but the rowers' success and fulfilment of their dreams is their primary goal. The company prides itself on being there from start to finish and beyond.

"As CEO of Atlantic Campaigns (the race organisers of the Talisker Whisky Atlantic Challenge) it is my privilege to personally shake hands with every single member of our fleet when they leave the start line in La Gomera. When you look into the rowers' eyes before they are about to row 3000 miles across the Atlantic Ocean, you see courage, determination, fear and bravery. Every team is special, every team has their own story and every team will have their own journey different from those that have gone before them - to see the change in their eyes and to witness mother nature's impact is truly inspirational, not only for me but for so many people around the world. As race organisers we pride ourselves on the best safety records in ocean rowing, something we will never stop striving to make better with every year that follows. The platform that the Talisker Whisky Atlantic Challenge provides enables individuals to achieve their dreams - in the safest and most celebrated way possible."

CARSTEN HERON OLSEN, CEO ATLANTIC CAMPAIGNS



TITLE SPONSOR

Talisker Whisky, a brand synonymous with rugged adventure, has been the official title sponsor for six consecutive races. Since 2013, Talisker & Atlantic Campaigns have been proud partners striving to provide a unique annual experience.

Talisker is the oldest distillery on the Isle of Skye, made by the sea in one of the most remote and rugged, yet beautiful, landscapes in Scotland.

"We are very proud to continue our longstanding relationship with this extraordinary sporting event that celebrates the transformational experience and journey of each rower as they immerse themselves fully in the elements. Talisker Whisky share that same sense of adventure and passion as the rowers – our founders, the MacAskill brothers, rowed from Eigg to Skye in 1830 to find the perfect spot for their distillery in Scotland. Just like the Talisker distillery, this row represents what it means to be 'made by the sea'"

Natalia Montigny
Global Head of Marketing, Talisker Whisky



The day before the race, Talisker served up the ultimate wild adventure - creating a unique remote island wilderness experience. Only accessible by sea, it brought together a tribe of like-minded outdoor adventurers, explorers, and ocean enthusiasts including Talisker Whisky Atlantic rowers, adventurer James Aiken, award-winning actor Matt Smith, and endurance athlete Ross Edgely - all who shared their stories of adventure and love of the ocean. In addition, participating rowers were also invited to a reception on the beach where they enjoyed Talisker drinks and each other's company by the fire.



“Atlantic Campaigns enable ordinary people to do extraordinary things, they want you to succeed at what for most of us will be a once in a lifetime challenge and that means preparation, preparation, preparation. Their highly experienced team offer guidance throughout your journey from the moment you first sign up to undertake this incredible challenge to the moment when you step foot on land in English Harbour, Antigua. Prior to the row each individual receives a dizzying array of strict rules, training courses which must be undertaken and essential items of equipment to source, most of which will be unfamiliar to the average person.

It is a steep, often daunting, learning curve - and it needs to be because Atlantic Campaigns know that in order to succeed it is essential to have the skills to fix things on the ocean should they go wrong. When setting off from La Gomera it doesn't take long to realise that this truly is a unique challenge for every individual, whether a solo rower or a crew-member. I can't thank Atlantic Campaigns enough for equipping me with the necessary skills as well as providing advice and emotional support when it was needed most.”

Sara Brewer, Team Row off the Wall

“Whichever way you look at it, the Talisker Whisky Atlantic Challenge is an enormous undertaking. Entering a team into the race challenges individuals and crews in so many ways, most of them before you ever get near to the start line. Once the row begins the challenges move to a different level. To be successful on the water we needed to be fully prepared, trained and organised.

Without the incredible support of Atlantic Campaigns the preparation would have been much more difficult and the row would have been a launch into the unknown. At every stage of the campaign Nikki and the team helped us with knowledgeable advice, structured support, useful contacts, critical training, and an experienced voice encouraging us to make sure we had the disciplines in place to be successful. They were the unseen members of our team and without their superb support we would have found the wonderful experience of the Talisker Whisky Atlantic Challenge far more difficult and stressful.”

Kevin Gaskell, Team Ocean 5



HISTORY OF THE RACE



1966:
Sir Chay Blyth and John Ridgway were the first pair to row across the Atlantic in the twentieth century, crossing from Cape Cod to Ireland in a time of 92 days.



2001:
Now named the **Ward Evans Atlantic Rowing Race** it was once again a boat from New Zealand - 'Team Telecom Challenge' rowed by Matt Goodman and Steve Westlake - that finished first in Barbados after 42 days, 4 hours, and 3 minutes. 36 boats started the race and 33 finished.



2005:
This year the **Woodvale Atlantic Rowing Race** combined with the **ORS Atlantic Rowing Regatta**. The race was now also open for other classes and therefore it was possible for Team Atlantic-4 with David Martin, Neil Wightwick, Glynn Coupland and George Simpson from the UK to step on land in the new finishing port of English Harbour in Antigua after 49 days, 14 hours, and 21 minutes. 26 boats started the race and 20 finished in Antigua. This was also the year where the double Olympic gold medallist James Cracknell and the TV presenter Ben Fogle participated, resulting in the Royal Television Society award winning programme, 'Through Hell and High Water' produced for BBC.



2009:
With a delayed race start due to bad weather the race started in January 2010. Englishman Charlie Pitcher won as a solo rower on board 'JJ (Insure & Go)' after 52 days, 6 hours, and 47 minutes. The brother of Atlantic Campaigns CEO, Carsten Heron Olsen, participated in this race and the seed was planted for what would become a new era within the world of ocean rowing.



1896:
Two Norwegian immigrants, George Harbo and Frank Samuelson became the first people ever to row across an ocean, rowing the Atlantic W-E from New York to England. Their time recorded for rowing the North Atlantic Ocean was not broken for 114 years.



1997:
Inspired by his row in 1966 Sir Chay Blyth with his company 'The Challenge Business' organised the first Atlantic Race, named the **Port St. Charles Rowing Race**, starting from Playa San Juan, Tenerife and only allowing teams of pairs. The race finished in Port St. Charles, Barbados 3,000 miles away. 30 teams started and 24 teams finished. After 41 days, 2 hours, and 55 minutes 'Team Kiwi Challenge' from New Zealand with Rob Hamill and Phil Stubbs on board arrived in Barbados.



2003:
Named the **Woodvale Atlantic Rowing Race** the race changed its departure port to San Sebastian de la Gomera, an island just south of Tenerife - the same port and island where Christopher Columbus started his journey towards the new world. The first boat to arrive in Port St. Charles, Barbados was 'Team Holiday Shoppe Challenge' - with the winning team once again hailing from New Zealand. James Fitzgerald and Kevin Biggar arrived after a record breaking time of 40 days, 4 hours, and 3 minutes, closely followed by 'Team CRC' who came in just 9 hours later.



2007:
Once again named the **Woodvale Atlantic Rowing Race**, the race moved the start date to the now traditional month of December. After 48 days, 2 hours, and 52 minutes the British 'Team Pura Vida' represented by John Cecil-Wright, Robbie Grant, Tom Harvey & Carl Theakston victoriously stepped on land in sunny Antigua.



2011:
Talisker Whisky signed their first one-year contract with previous race organisers Woodvale Challenge. The 2011 race departed with a fleet of 17 boats, including the now legendary Row2Recovery. Only 11 teams made it to the finish line in Barbados, with the winning team 'Box no 8' completing the race in 40 days, 9 hours, and 15 minutes.

DID YOU KNOW:

The founders of Talisker Whisky, the MacAskill brothers, rowed from Eigg to Skye to establish the Talisker distillery in Scotland almost 200 years ago. In their honour, the winners of the Talisker Whisky Atlantic Challenge are now awarded 'The MacAskill Trophy'.



2013:

After purchasing the rights to the race in 2012, the 2013 edition was the first organised by Atlantic Campaigns. The race was won by Team Locura who arrived into Antigua after 41 days, 2 hours, and 38 minutes with a blue marlin beak pierced through their hull.

Virgin Atlantic signed as the Official Travel Partner of TWAC.

2 Boys in a Boat raised £360k to set a new record for the largest amount of money raised for charity in the race's history.



2016:

The new race record didn't last long as the Anglo-American Team Latitude 35, manned by Jason Caldwell, Angus Collins, Matthew Brown and Alex Simpson, took almost two days off the previous record with a winning time of 35 days, 14 hours, and 3 minutes. The first onboard Inmarsat system sends back live footage of the race in real time. Team Row 4 James raised to £650k to break the record for the largest amount of money raised for charity.



2018:

A total contrast to the conditions of the previous race, this year was relatively calm and slow. There were some headwinds and times of frustrating calm. Though conditions were not as volatile as previous editions, crews had to dig deep for every mile and face the challenge of slow, hard rowing with no surfing and no significant helping conditions. World records were still achieved with the youngest ever male solo (Lukas Haitzmann), the oldest ever pair (Grandads of the Atlantic) and the fastest female pair (Whale of a Time) to name but a few.



May 2013:

Talisker Whisky brings the first rowing-machine powered cinema to London! A 30-foot screen by Tower Bridge shows the epic BBC documentary, 'Through Hell and High Water' featuring double Olympic gold medallist James Cracknell and TV presenter Ben Fogle crossing the Atlantic in 2005. The event is a teaser for the Talisker Whisky Atlantic Challenge 2013 and get recognised by Guinness World Records for generating the most electricity within an hour using rowing machines.

2015:

New developments and safety procedures introduced by Atlantic Campaigns bear fruit as 26 teams leave La Gomera on December 20th in the **Talisker Whisky Atlantic Challenge** - and 26 teams arrive safely in Antigua. This was also the year where Team Ocean Reunion, consisting of Angus Collins, Gus Barton, Joe Barnett, and Jack Mayhew, set the new race record of 37 days, 9 hours, and 12 minutes. TWAC 2015 also set records the youngest (Callum Gathercole) and the oldest (Peter Smith) ocean rowers.

Atlantic Campaigns decides to run the race annually, signing a three-year title sponsorship deal with Talisker Whisky and ensuring the upcoming editions of the race will be named the **Talisker Whisky Atlantic Challenge**.



2017:

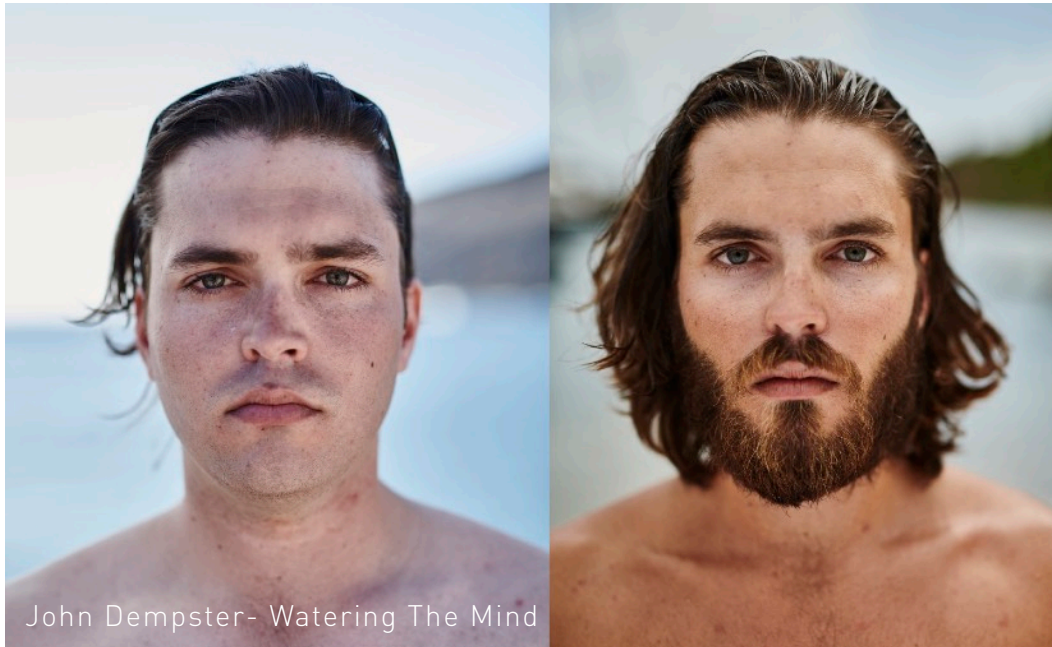
Atlantic Campaigns develop the official #TWAC merchandise brand '3000 miles'. This race is remembered as one of the fastest and most changeable in history. This led to two rescues and two abandonments but also some of the most prestigious world records in history. The Four Oarsmen (UK) won the race with a time of 29 days, 13 hours, and 34 minutes and Mark Slats (NL) achieved the fastest solo crossing in history with a time of 30 days, 7 hours and 49 minutes.



2019:

The biggest fleet to date! 35 boats left La Gomera on December 12th, and 87 days later the race completed. The winners of the 2019 race were Fortitude IV. All 35 teams arrived safely into Antigua with 8 solo rowers, 6 pairs, 4 trios, 15 fours and 2 five-man teams all accounted for. Another two-year title sponsorship deal was signed between Atlantic Campaigns and Talisker Whisky, and a momentous 5 year deal was signed between Atlantic Campaigns and the Antigua & Barbuda Government.

RACE FACTS



John Dempster- Watering The Mind



Anna McLean - The Seablings

- Each team will row in excess on 1.5 million oar strokes during a race.
- Team Fourtitude IV achieved the fastest 24 hours ever with 107.45 nautical miles covered.
- Rowers will row for 2 hours, and sleep for 2 hours, constantly, 24 hours a day.
- More people have climbed Mount Everest than rowed across the Atlantic.
- Participants in the Race have raised over €11 million for charities worldwide over the last six races.
- At its deepest, the Atlantic Ocean is 8.5km / 5.28 miles deep.
- The waves that the rowers experience can measure up to 20ft high.
- There are two safety yachts supporting the teams as they cross the ocean. In the 2013 race, one yacht travelled a massive 9000nm!
- The 2013 winning Team Locura arrived in Antigua with a blue marlin beak pierced through the hull of the boat.
- Each rower is expected to use 800 sheets of toilet paper during their crossing.
- The teams are supported 24/7 by two land-based duty officers.
- In the 2016 race, solo rower Daryl Farmer arrived in Antigua after 96 days, rowing without a rudder to steer with for nearly 1200miles/40 days.
- Each rower aims to consume 10 litres of water per day.
- Rowers burn in excess of 5,000 calories per day.
- There is no toilet on board - rowers use a bucket!
- Each rower loses on average 12kg crossing the Atlantic!
- In the 2018 race, solo rower Kelda Wood (Row 2 Raise) was kept company by a whale for nearly 7 days.
- A fully functioning water maker takes 30 minutes to make 20 litres of water.

BRANDING



BOAT BRANDING

The rowing boat is the ultimate blank canvas - a floating billboard that will be shown around the world.

Preparing to row the Atlantic Ocean takes time, training and money. On average, the rowers need to raise between €90,000 - €120,000 per campaign in order to get to the start line.

The Talisker Whisky Atlantic Challenge offers potential sponsors, brands and ambassadors the opportunity to raise the profile and brand perception of their company on a national and international scale.

Sponsoring a team's challenge gives companies and brands the opportunity to align with a project that not only represents the core values of their business, but also gives access to a potential audience of more than 3 billion people worldwide.



Team Oarsome Foursome from the 2019/20 race



"ReSound, the leading hearing aid brand, had the honour of sponsoring the Oarsome Foursome during the Talisker Whisky Atlantic Challenge 2019. Our support was inspired especially by team member Mo O'Brien, who became the first person with profound hearing loss to row across the Atlantic Ocean. Throughout the race, all our colleagues, from people working in manufacturing and office functions to our CEO have been with the team for every stroke across the mighty ocean. Seeing what you can achieve when equipped with the best hearing technology has been highly engaging for all of us. We've also seen an important interest from journalists, media, and community influencers who've wanted to engage with us and the Oarsome Foursome on their achievements."

Marie Schleimann Nordlund
Head of PR, Media and Communication
GN Hearing/ReSound

GLOBAL

The Talisker Whisky Atlantic Challenge attracts rowers from across the globe - all of whom are united by the challenge of crossing an ocean.

To date, teams have hailed from: the UK, Germany, Ireland, the USA, South Africa, Spain, Romania, Norway, Sweden, Australia, New Zealand, China, Finland, Netherlands, Italy, Switzerland, Wales, Scotland, Northern Ireland, Egypt, Ukraine, and Antigua. Each team draws significant fan and media attention in their home country. The Talisker Whisky Atlantic Challenge is the key international event in ocean rowing.



BOAT CLASSES

*Fastest crossing time achieved by specific design

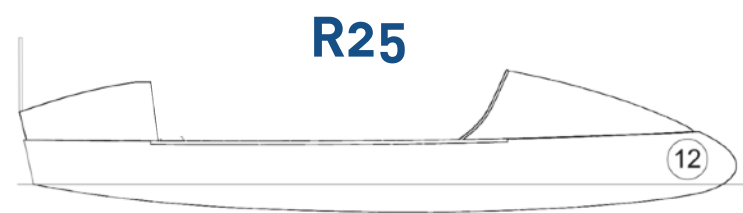
The 2019 race saw one leaderboard with the following boat classes:

- R45 Class
- R25 Class
- R15 Class
- Spindrift Class
- Ocean 2+3 Class
- SeaSabre Class
- Woodvale / Rossiters Fours Class
- Wooden Class
- Adkin Class
- DOR12
- DOR34
- 028
- LB4



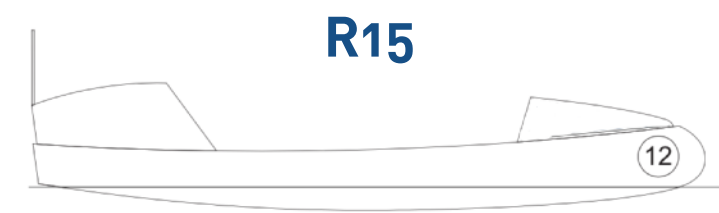
TWAC 2017 - The Four Oarsmen

*29 days, 13 hours, 34 minutes



TWAC 2019 - Resilient:X

*37 days 7 hrs 44 min



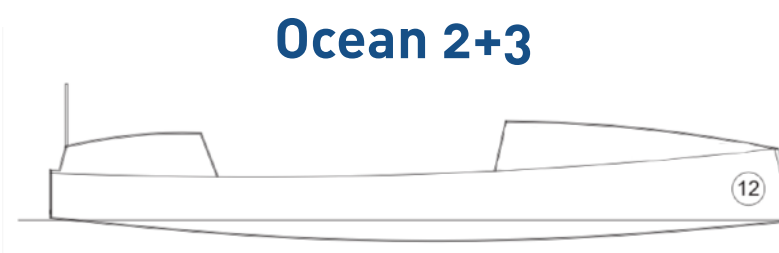
TWAC 2017 - Row 4 Cancer

*30 days, 7 hours, 49 minutes



TWAC 2019 - Fight Oar Die

*50 days 11 hrs 35 min



TWAC 2017 - Oarsome Buoys

*44 days, 13 hours, 43 minutes



TWAC 2017 - Atlantic Ladies

*60 days, 18 hours, 34 minutes

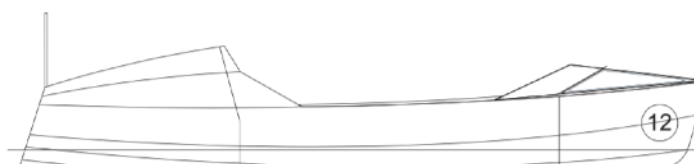
Woodvale / Rossiters



TWAC 2017 - Atlantic Four

*38 days, 14 hours, 32 minutes

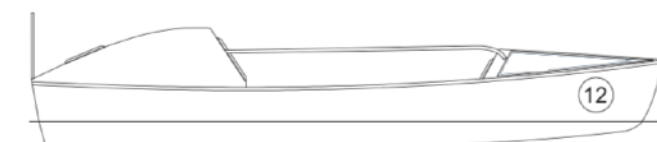
Wood



TWAC 2015 - Team Hesco

*46 days, 9 hours, 42 minutes

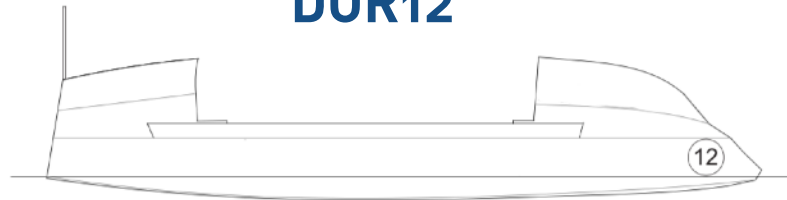
Adkin



TWAC 2015 - Atlantic Drifters

*43 days, 16 hours, 18 minutes

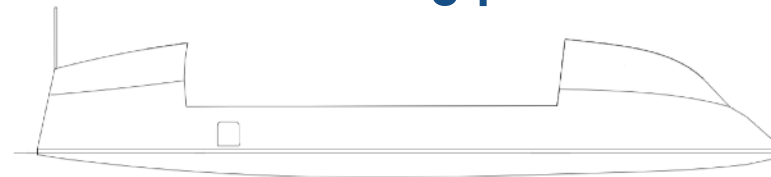
DOR12



TWAC 2019 - The Swiss 1s

*74 days 23 hrs 56 min

DOR34



TWAC 2019 - Swiss Ocean Dancers

*45 days 2 hrs 18 min

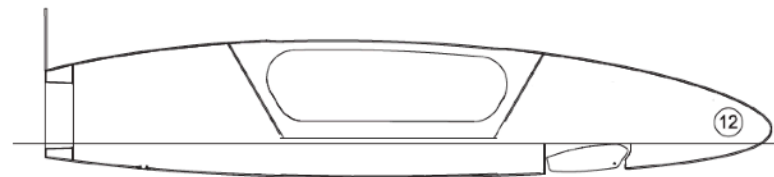
028



TWAC 2019 - Van Durme Brothers

*39 days 21 hrs 2 min

LB4



*Soon to be set!

The upcoming 2020 race will see one leaderboard, with a Race Class and an Open Class. The Race Class will feature the R45 and the R25 designs, with all other designs racing in the Open Class.

Team Rowed Less Travelled from the 2019 race



MEDIA



Team RowHHome from the 2019/20 race

OFFICIAL RACE CONTENT

CONTENT FACTORY

The Talisker Whisky Atlantic Challenge employs a dedicated media team which seeks to maximise press coverage and media exposure around the world.

Professional film crews and photographers attend both the race start and each finish line event to capture visual assets that are distributed around the world.

Press releases and video news reels (VNRs) are produced for each team, always ensuring that there is a steady stream of content available for global media.



CONTENT FROM THE SEA

During the race, satellite transmissions from the teams and race support boats provide videos, imagery and other content from the ocean.

Apart from ensuring the safety and wellbeing of the participants, the support boats roam through the fleet and have a photographer and videographer onboard that focus on documenting the crossing.

The race's dedicated communications supplier, Range Global Services, provides teams with the opportunity to carry equipment onboard that enables transfer of footage directly from the high seas. Being able to offer a glimpse of life onboard delivers immense value to media, sponsors and of course friends and family.

"Due to an unexpected hospital visit, I was so sad that I wouldn't be able to see off the Bucks Buys in person in La Gomera. Seeing the teams go for their safety meetings / final checks and interviews with Charlotte on the Facebook live stream made me feel like I was there. Then on start day I was crying as I saw Race Director Carsten sending every team off personally. Every day I would check not only their progress but also that of the others in the fleet. I did try not to do it too often but ended up checking every 4 hours without fail. I received satellite phone calls from the ocean on my birthday and Christmas assuring me that they were OK. Safety Officer Ian's reports kept me going and I know they helped other families as well. Not a day went by without me checking 'dot watchers', with Atlantic Campaigns delivering fantastic photos of the teams at sea. I was engrossed reading the other 'dot watchers' comments as well. Then I got the amazing phone call from my son Kevin, from his own mobile to tell me he could see Antigua and that it wouldn't be long before they stepped on dry land. I didn't sleep that night waiting for the first view of the Bucks Buys rowing into English Harbour and Carsten again personally welcoming them all ashore. I was crying watching my family hug each other with happiness! I am so grateful to everyone at Atlantic Campaigns and the 'dot watchers' for making it possible for me to 'be' at the start and finish to see my son, grandson and their two friends complete the Talisker Whisky Atlantic Challenge 2019/2020. Thank you!"

Jackie Luff - Team Bucks Buys



Photos sent and transmitted via the official support yacht



The BGAN Satellite Terminal used by the official support yachts



TEAM CONTENT



ACCREDITED MEDIA

The race's Press and PR teams seek to support both accredited media on site and the many television networks and news organisations that follow the race around the world.

100%

Royalty-free media access

50+

Accredited media teams

100%

Participating teams represented

MEDIA CENTRE

The race operates dedicated media centres in both La Gomera and Antigua with free high-speed internet connections.

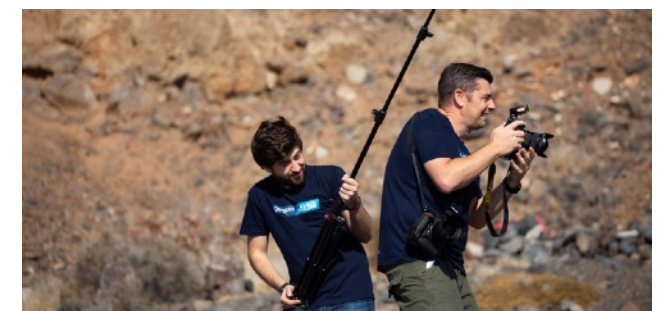
These centres support media professionals provided by our title sponsor Talisker, as well as other visiting news teams covering the race in general or following individual teams or participants.



The new media centre in La Gomera

ROYALTY FREE CONTENT

The race offers a continuous stream of royalty-free images, videos and other multimedia content, including live streams and embeddable social media content. This content is distributed via newswires or dispatched directly on request.



A dedicated media team produces media assets for each team

MEDIA COVERAGE



MEDIA RESULTS

This year's race generated an unprecedented amount of media attention. Coverage was generated by the combined efforts of Tallisker Whisky's communication agencies, the dedicated race media team, and the tremendous effort put in by many of the teams to create coverage for their campaigns.

TALISKER WHISKY

Talisker employs leading communications agency CSM to deliver dedicated coverage for its sponsorship and the race all year.



| | |
|------------------------------|---------------------------------------------------|
| Earned Media: | 911 pieces of news coverage |
| Owned Media: | 40m audience reach - 7.4m views - 32,836 mentions |
| Media Partnerships: | 5.3m audience reach - 2.4m video views |
| Influencer Marketing: | 12.5m audience reach - 350,000 views |

RACE MEDIA TEAM

The dedicated race media team distributes feature stories, news coverage, images and videos to major news outlets across the world.



| | |
|--------------------------------------|--------------|
| Race specific press coverage: | 362 |
| Total audience reach: | 522 million |
| Total global TV broadcasts: | 60+ |
| Total estimated TV viewers: | 42.5 million |

TEAM PR EFFORTS

The individual teams also generated coverage in abundance themselves. Global and local news outlets were fascinated by the teams' diverse backgrounds, amazing accomplishments, and spirit of adventure!

Estimated:

| | |
|-----------------------------------------|--------------|
| Total press coverage of teams: | 180+ |
| Team specific audience reach: | 362 million |
| Total team specific TV coverage: | 35+ |
| Total team specific TV viewers: | 36.4 million |



MEDIA PLATFORMS

PRESS COVERAGE

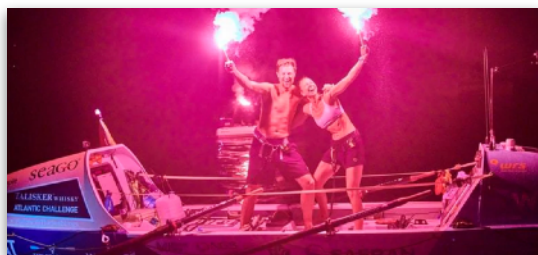
With the largest ever fleet, this year's race generated more print and digital news coverage than in any previous year. Substantial coverage in the US, HK and China boosted the figures.

732 Pieces of Coverage

884m People Reached

Pair become first brother and sister team to row across Atlantic

UK News | Published: Jan 28, 2020



Ghent brothers complete 'World's Toughest Row' across the Atlantic

Tuesday, 21 January 2020



TELEVISION

Some teams in particular caught the eye of the news networks. BROAR became the 'darlings' of the BBC in the UK, whilst ROWHHOME had their own primetime documentary on ZDF in Germany.

60+ Global Broadcasts

42.5m Global TV Audience



DIGITAL MEDIA

All of the teams aggregated thousands and posts, with sponsors, friends and family chipping in. Greetings from the likes of Coldplay (11.5m Instagram followers) and David Beckham (62.5m Instagram) delivered huge visibility.

3,600+ Estimated Total Posts

150m+ Estimated Potential Reach



INFLUENCERS

Talisker engaged a number of professional lifestyle and outdoor influencers, including award-winning actor Matt Smith, to visit the race. Combined they extended the reach beyond the ocean rowing community.

50+ Estimated Total Posts

12.5m Audience Reach





British friends battle giant waves to win 3,000-mile Atlantic rowing race

The men took a week before them but extremely bad weather they were not alone this time.

By Catherine...
Thursday 14 January 2020 12:00 GMT



Four rowers celebrating their victory on the boat.



E' ripartita la Talisker Whisky Atlantic Challenge

Una traversata a remi dell'Oceano Atlantico che vede impegnati coraggiosi avventurieri in un percorso di 3000 miglia nautiche da La Gomera, nelle Canarie, al Nelson's Dockyard dell'isola di Antigua.



The Daily Telegraph



MailOnline

Mates from Bondi row 4,800 kilometres across the Atlantic - battling 12-metre waves, capsizing and colliding with a marlin on their way to setting a record

- The team charged across the Atlantic in just 34 days, smashing the world record
- They rowed 4,800km across the Atlantic faster than any Aussie team in history
- But they suffered horrendous conditions and were even hit with a giant marlin
- Weather and waves for the prestigious Atlantic Challenge were the worst ever

For most groups of mates, a friendly game of footy followed by a few beers is the perfect weekend plan.

But not for four mates from Bondi, who smashed a record in the world's toughest rowing race, powering 4,800km across the Atlantic in just 34 days.

The team - Martin Fletcher, Ryan Grace, Cameron Moslyn and Nicholas Sargent - completed the mega rowing race in 34 days, 10 hours and 48 minutes, clinching second place in the Atlantic Challenge.

Despite admitting to being "tired and exhausted", the team arrived into English Harbour Antigua after days of suffering capsize and battling 12 metre waves.



The record-breaking Australian team Ryan Grace, Martin Fletcher, Cameron Moslyn and Nick Sargent (pictured left to right).

MailOnline



South China Morning Post

Atlantic Challenge: four Brits win rowing race from Canary Islands to Antigua, experiencing magical combination of 'twisted, sadistic' moments

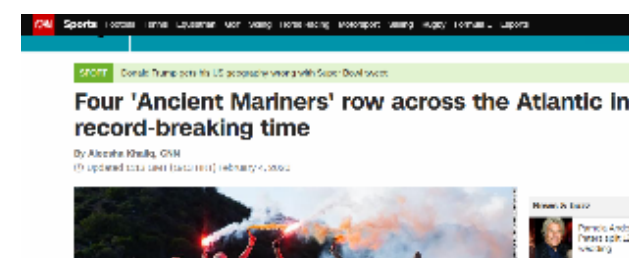
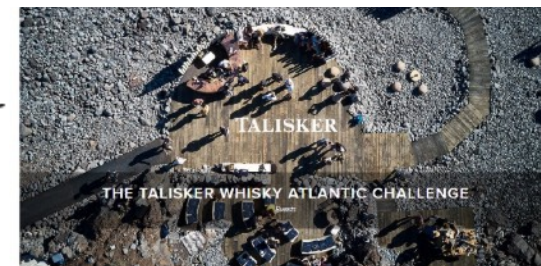
- Oliver Palmer, Tom Foley, Hugh Glum and Max Breet cross the Atlantic by oar in just 32 days, despite capsizing repeatedly in the final few days



Esquire

Bekijk de beelden van de indrukwekkende start van de Talisker Whisky Atlantic Challenge

De eerste beelden van de start van de Talisker Whisky Atlantic Challenge.



brobible

The Talisker Wilderness Bar: Bringing A Taste Of The Isle Of Skye To The Canary Islands

Presented in partnership with Talisker Whisky



The Talisker Whisky Atlantic Challenge is currently underway, and last week while the rowers were anxiously preparing for their epic 3,000 mile row across the ocean, we were busy exploring the whiskies that made Talisker famous. Talisker is a Single Malt Scotch Whisky from the Isle of Skye in Scotland.

Two events really stood out from the week. The first was a man-made oasis for cocktail lovers known as the Talisker Wilderness Bar. The second was a masterclass on how to make an Old Fashioned that is anything but old fashioned.





CASE STUDY: ROWHHOME

Inspired to join the race by the documentary 'Four Mums in a Boat', RowHHome became the first German female team to row any ocean.

The four team members worked with a professional content creation company during their entire campaign to produce a multimedia web series, a long-form documentary, and generated huge visibility in major newspapers and across the TV networks in Germany known as the 'Wellenbrecherinnen'.

200+ Pieces of Coverage

50,000,000+ Total Reach

NDR

Podcasts Veranstaltungen Kontakt Wir über uns

Stand: 09.12.2019 08:03 Uhr

Abenteuer Atlantik: Mit dem Ruderboot nach Antigua

von Anja Grigoleit

Noch ein paar Tage dann starten vier Hamburgerinnen vom Team Rowhhome in das wohl größte Abenteuer ihres Lebens: Sie rudern über den Atlantik. Seit Anfang Dezember sind Catharine Streit, Meike Ramuschkat, Steffi Kluge und Timna Bicker bereits auf La Gomera, um die letzten Vorbereitungen für die Tour zu treffen. Und sie sind nicht allein mit dem Plan, ab dem 12. Dezember 3.000 Seemeilen nach Antigua zu rudern. Insgesamt gehen 35 Boote an den Start der Talisker Whiskey Atlantic Challenge. Von Allein-Ruderern bis zu 5er-Teams sind 88 Männer und 15 Frauen dabei. Rowhhome ist das erste deutsche Team, das überhaupt an dieser härtesten Regatta der Welt teilnimmt.

Schlafen können die vier Hamburgerinnen schon seit ein paar Tagen nicht mehr richtig. Und doch ist das nur ein leichter Vorgeschmack auf das, was da noch kommt. Denn die nächsten Wochen werden rund um die

ZDF

Rudern A-Z Live-TV Sendung verpasst Suche Mein ZDF

zdf.de > Sport > SPORTreportage > SPORTreportage vom 8. Dezember 2019 > Vier Frauen wollen über den Atlantik rudern

Vier Frauen wollen über den Atlantik rudern

Teil 1: Die Vorbereitung der "Wellenbrecherinnen"

"RowHHome"

Hamburger Atlantik-Ruderinnen nach 42 Tagen am Ziel

23.01.2020 19:27 Uhr

5.068 Kilometer ruderten vier Frauen aus Hamburg, verbrachten Weihnachten und Silvester auf hoher See. Nun haben sie sich ihren Traum erfüllt und sind in der Karibik angekommen.

CASE STUDY: ROWED LESS TRAVELLED

Mates from Bondi row 4,800 kilometres across the Atlantic - battling 12-metre waves, capsizing and colliding with a marlin on their way to setting a record

- The team charged across the Atlantic in just 34 days, smashing the world record
- They rowed 4,800km across the Atlantic faster than any Aussie team in history
- But they suffered horrendous conditions and were even hit with a giant marlin
- Weather and waves for the prestigious Atlantic Challenge were the worst ever



MEN'S FITNESS



Four friends from Bondi Beach have clinched second place in the world's toughest rowing race – the **Talisker Whisky Atlantic Challenge** – finishing only behind British team, Fortitude IV.

The team – Martin Fletcher, Ryan Grace, Cameron Mostyn and Nicholas Sargent – completed the 3000-mile rowing race in 34 days 10 hours and 46 minutes, arriving into English Harbour, Antigua on 15 January 2020 – **setting a world record for fastest Atlantic row crossing by an Australian team.**

With a team name inspired by the book 'The Road Not Taken' by Robert Frost and an aim to push their physical and mental limits, this team of four broke the Australian Atlantic crossing record, and became a widespread media hit in newspapers and on national television in their home country of Australia.

80+

Pieces of Coverage

50,629,489

Total Reach

CASE STUDY: OARSOME FOURSOME



'Oarsome Foursome' is made up of mother and daughter Mo O'Brien and Bird Watts, and friend Claire Allinson. The team arrived into Antigua after 49 days, 13 hours and 49 minutes, making Mo O'Brien the first deaf person to row an ocean.

The team earned a great amount of media coverage in the UK and beyond and celebrity support from Coldplay frontman, Chris Martin!

150+

Pieces of Coverage

18,345,405

Total Reach

Deaf woman, 60, rows Atlantic Ocean in world first

By Alice Evans
BBC News

31 January 2020

f t e Share



Mo O'Brien (right) says her deafness made many elements of her 3,000-mile Atlantic row more challenging

Coldplay and TV's Lorraine Kelly congratulate Exmouth woman's record-breaking Atlantic row

By BECCA GLIDDON — 5th February 2020 No Comments

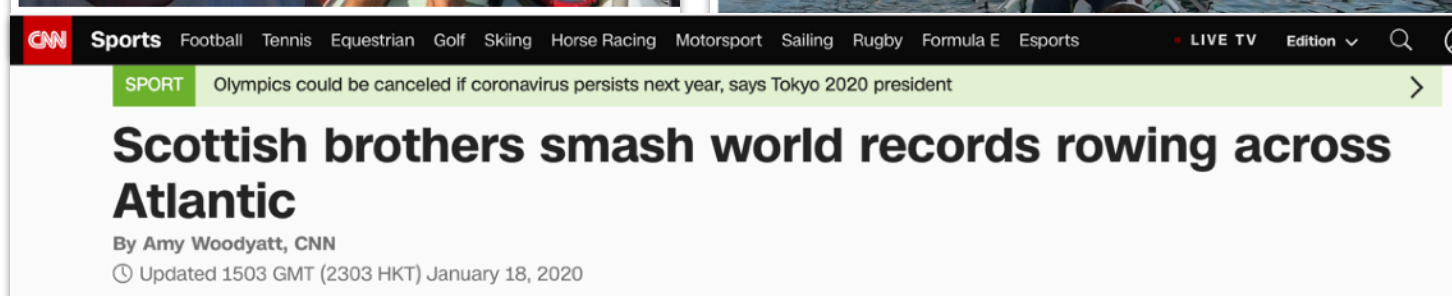
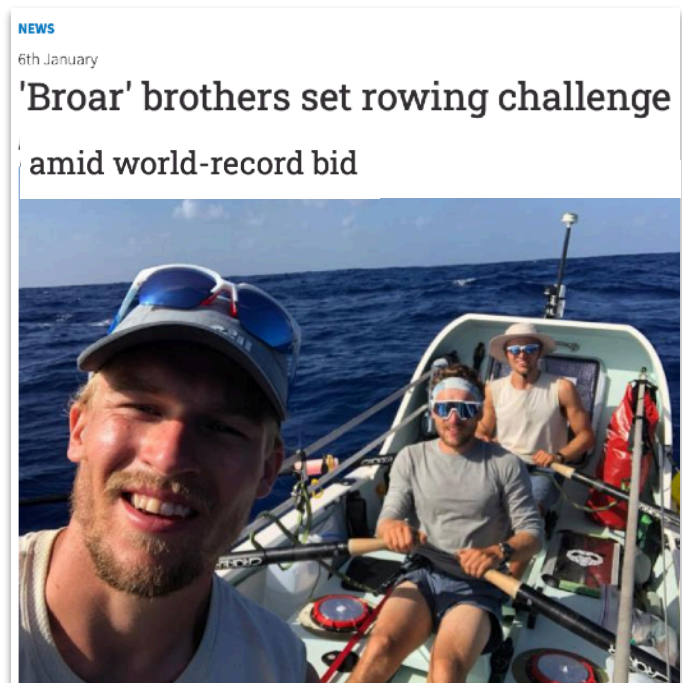


'Oarsome Foursome' complete the world's toughest row-smashing world records

The ladies have returned after a triumphant 3000 mile row across the Atlantic



CASE STUDY: BROAR



Arriving into Antigua after 35 days, 9 hours and 9 minutes, the Scottish trio Jamie, Ewan and Lachlan MacLean are the first three brothers to row any ocean, and the youngest and fastest trio to ever row the Atlantic after beating seasickness, battery issues, storms, and dehydration.

The team became 'the darlings' of major media publications and TV networks, appearing on the likes of BBC and CNN multiple times, generating a huge amount of press exposure whilst raising funds for multiple children's charities.

200+ Pieces of Coverage

52,345,405 Total Reach



RACE PLATFORMS

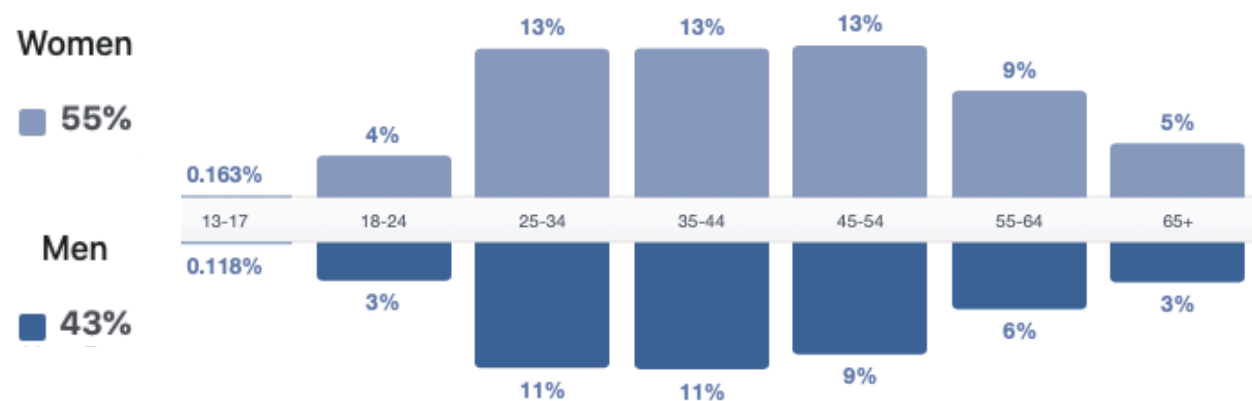
FACEBOOK

The 2019 race reached close to 20 million people on Facebook, with reach among the 25-54 age group being substantially higher than the global average for the platform. Facebook Live proved to be hugely popular in this race, attracting more than 588,553 unique live video views.

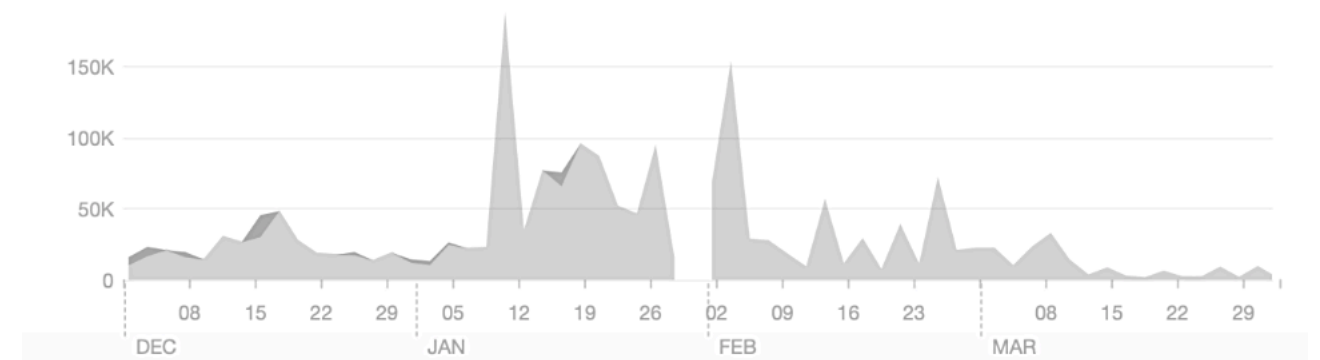
| | |
|------------|------------------------|
| 18,256,873 | Total Reach |
| 25-34 | Most Reached Age Group |
| 26,333 | Page Likes |
| 186,748 | Impressions |
| 152,926 | Post Reach |

Source: Facebook Analytics: April 2020

FANS BY AGE GROUPS



TOTAL REACH



INSTAGRAM

Instagram is proving to be one of the most popular ways for fans to engage with the race. The latest content from the fleet is constantly uploaded by a dedicated content manager on site at the start in La Gomera and at the finish line in Antigua.

68,649 Total Post Likes

25-34 Most Reached Age Group

8,578 Total Page Followers

4% Engagement Rate



atlanticcampaigns Pairs team @theseablings have completed the @talisker Whisky Atlantic Challenge 2019, the World's Toughest Row in 43 days, 15 hours, 22 minutes!

Anna and Cameron just rowed 3,000 miles across the Atlantic Ocean and are the first brother and sister to row across the Atlantic Ocean!

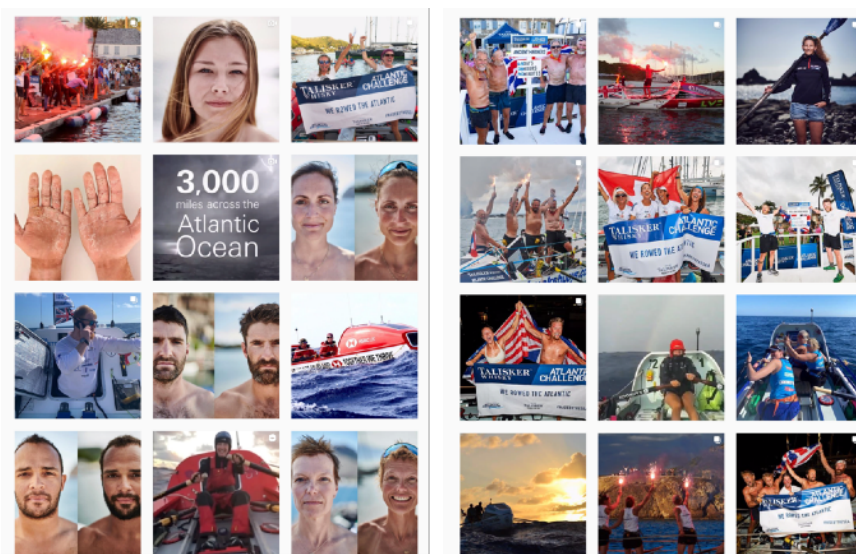


atlanticcampaigns Taking some time to chill in the middle of the Atlantic Ocean.

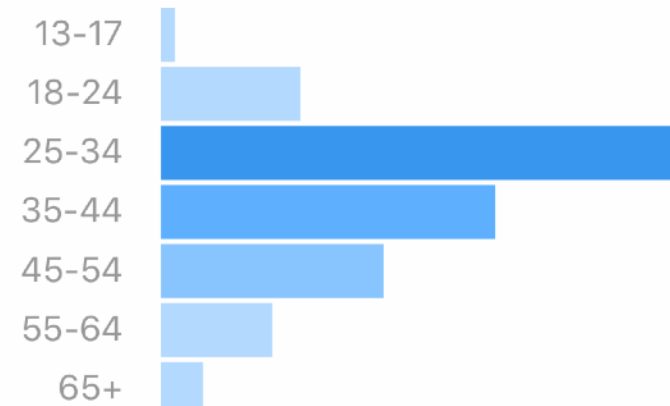
Rich from @forceatlantic, attaches himself to the boat and swims several metres away to capture a picture.

Imagine what it feels like to float in the middle of the Atlantic Ocean with 5km of ocean beneath you! Would like it?

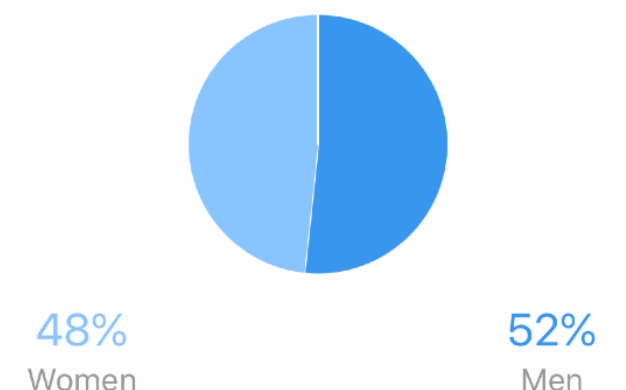
Source: Instagram Analytics - April 2020



AGE RANGE



GENDER



TWITTER

Twitter provides the fastest way to get the latest news from the fleet. The race's content team continuously updates the feed with the latest information, videos and photos as they capture or receive from the teams.

2,486 Followers

4,800 Impressions Per Day

44,700 Tweet Engagements

Source: Twitter Analytics - April 2020



"This incredible opportunity is one that can never be forgotten. It was truly magical on so many levels & it's very hard for me to put into words what it is like out there."

Bird from @OarsomeFour spent 49 days at sea, becoming the fastest female trio to row the Atlantic 🐦



WOW! @richardbranson tweets about #TWAC2020 team @OneOceanCrew1.

And features a picture of @rowhome 🙌

Richard Branson @richardbranson · 8 Mar
Inspiring to hear how four women are rowing across the Atlantic to highlight the importance of ocean conservation: virg.in/SLo @OneOceanCrew1 @oceanunite #InternationalWomensDay ♀ #IWD2020 ♀



YOUTUBE

The Talisker Whisky Atlantic Challenge's official YouTube channel has generated more than 2 million lifetime views over 53 countries. Most views come from western Europe.

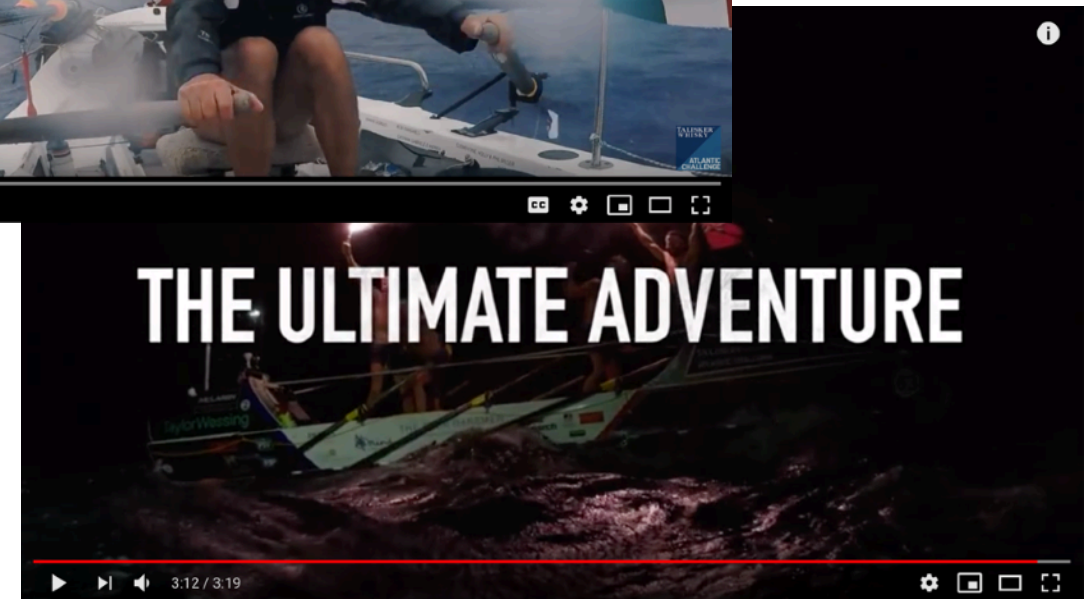
2,113,574

Lifetime Views

Over 66%

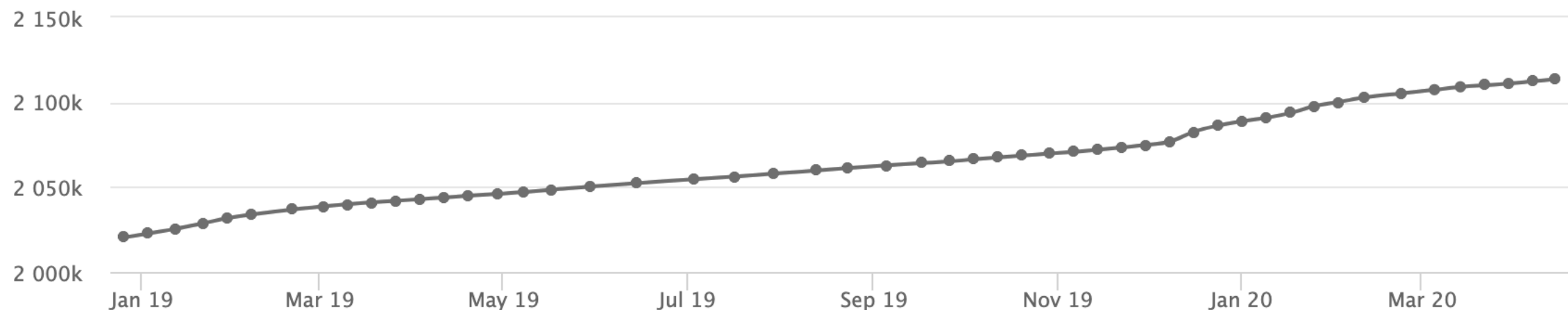
of the audience is between 18 and 44 years old.

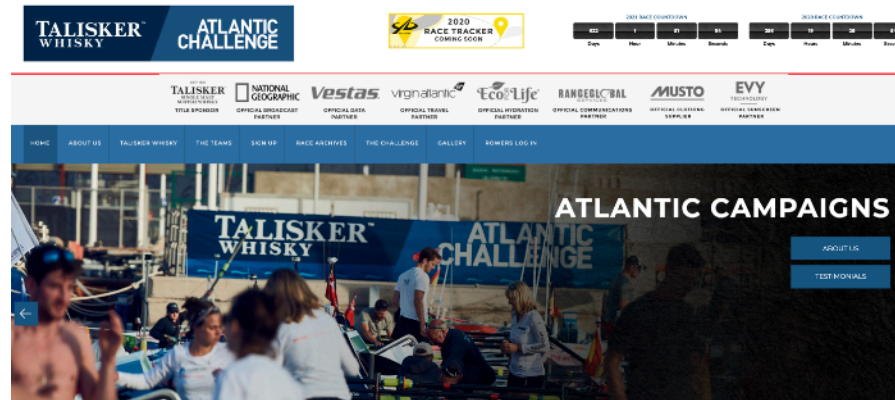
Source: YouTube Analytics - April 2020



VIDEO VIEWS OVER TIME

JAN 2019 - MARCH 2020





RACE WEBSITE

The official Talisker Whisky Atlantic Challenge website acts as a hub for both rowers and fans. The website has all the information needed for interested fans and future participants. The rowers section provides all the relevant resources for teams in preparation for their row.

1.5M+

Page Views

Over 19K

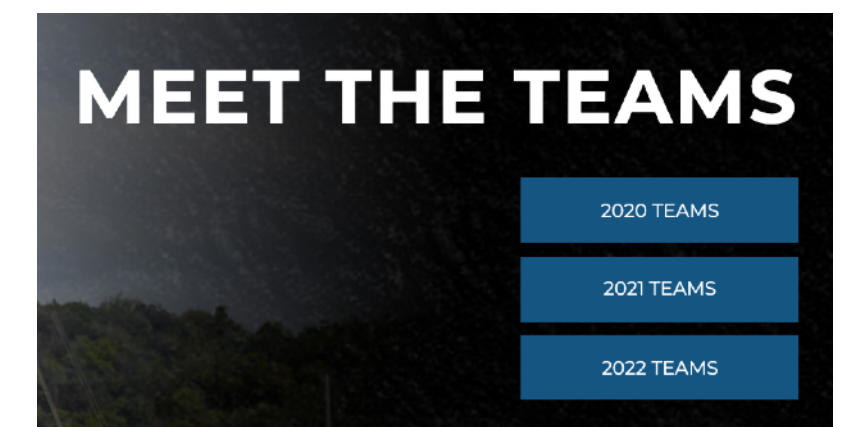
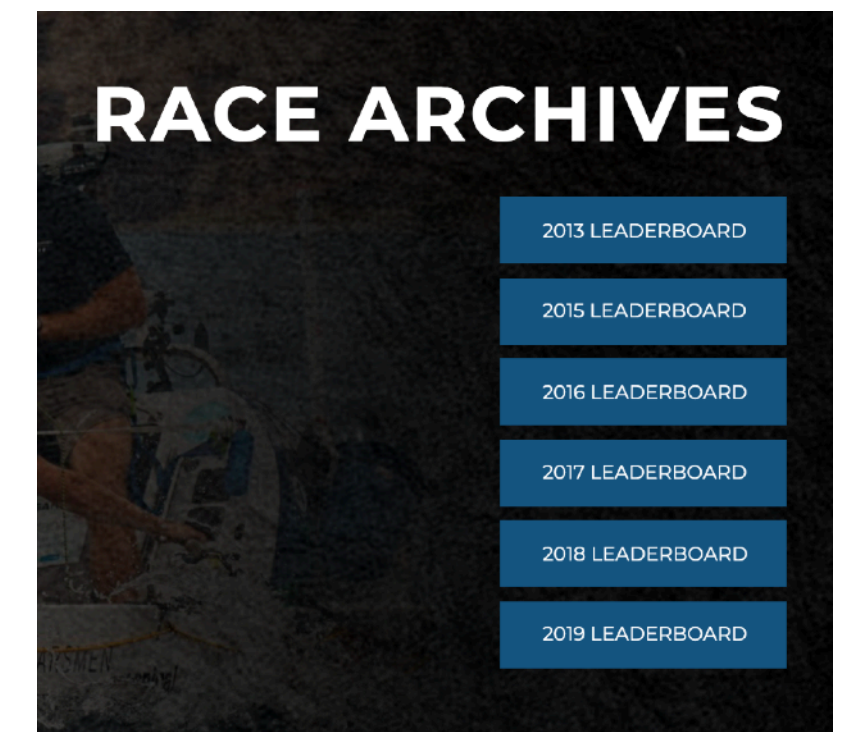
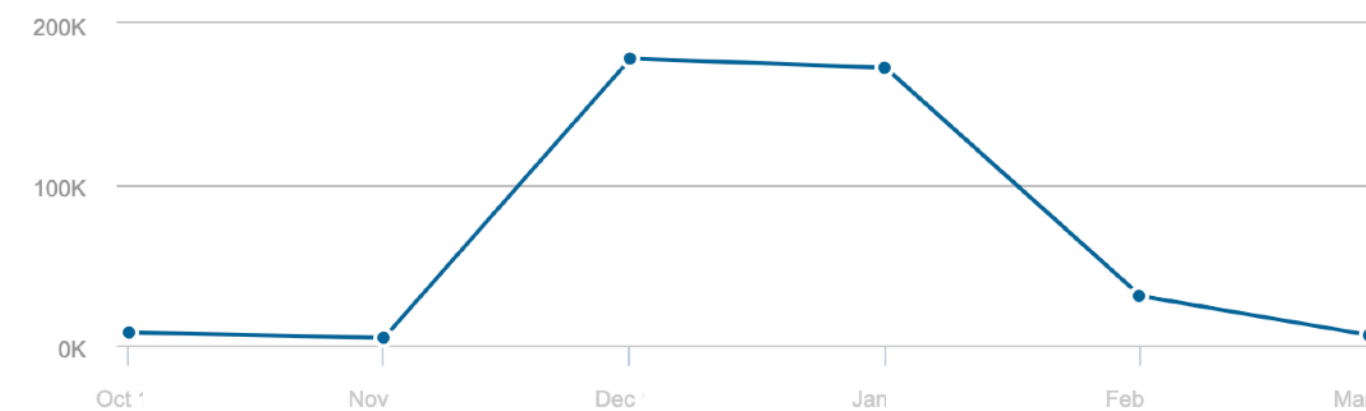
Unique Monthly Visitors

1 min 56 sec

Average Time Spent On Website

Source: Google Analytics: April 2020

Monthly Visits



RACE TRACKER



The tracker is the most popular way for fans to follow the progress of the boats during the crossing. Known as 'dot watching', the positions of the boats are updated approximately every 4 hours.

2,039,845

Page Views

Top Viewing Countries



GERMANY



UNITED KINGDOM

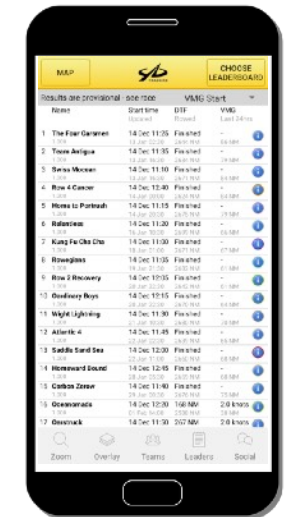


SWITZERLAND



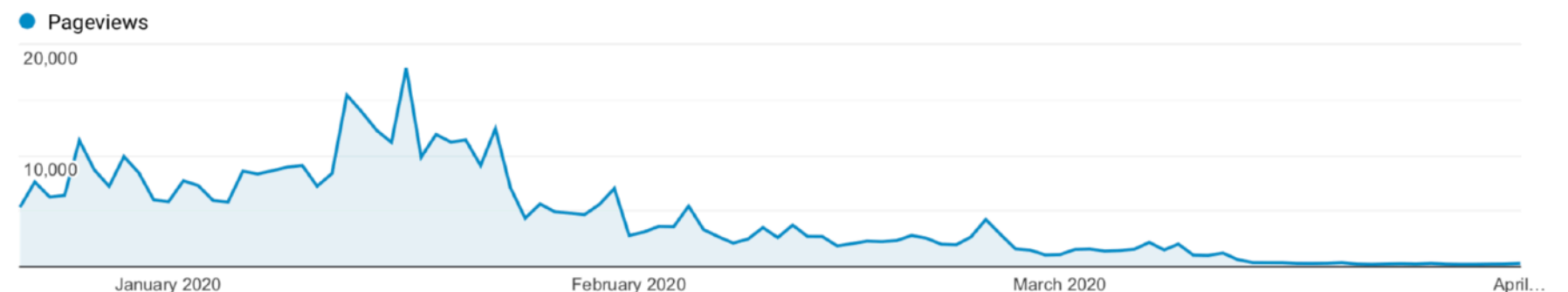
UNITED STATES

Source: Race Viewer Analytics - April 2020



The YB Races tracker is available on Mobile (iOS, Android) and on the race website

RACE TRACKER VISITORS OVER TIME



FACEBOOK LIVESTREAM

Facebook Live proved hugely popular during the 2019 race. During the active race period, over 150 live broadcasts delivered more than 1.2 million unique video views on the platform.

| | |
|-----------|--------------------------|
| Over 150 | Total Live Broadcasts |
| 1,224,662 | Video Views |
| 64,373 | Views For The Race Start |

Source: Facebook Analytics - April 2020

“Being able to watch the Atlantic Campaigns live stream meant I could experience the emotion of every teams start and finish as if I were there in person. The flow of information, the extra facts about the individuals, and the interviews were fantastic!”

James Abbott, UK



BROAR ARRIVAL - Live from Antigua

13 weeks ago · 23.8K Views

1K



"It feels amazing - words won't be able to sum up how we feel, what..."

13 weeks ago · 11.2K Views

480



ROWED LESS TRAVELLED ARRIVAL - Live from Antigua

13 weeks ago · 25.9K Views

1K



RESILIENT X ARRIVAL - Live from Antigua

13 weeks ago · 11.1K Views

737



FORTITUDE IV ARRIVAL - Live from Antigua

14 weeks ago · 40.5K Views

1.3K



LIVE from the Atlantic Ocean! Fight Oar Die from the USA! Look at th...

14 weeks ago · 10.9K Views

363



LIVE FROM THE ATLANTIC: If you wonder what it's like to be out in...

14 weeks ago · 74.2K Views

1.1K



HMS Oardacious ARRIVAL - From Antigua

13 weeks ago · 16.3K Views

589

ENVIRONMENT

Atlantic Campaigns are acutely aware that although we deliver the platform for the Talisker Whisky Atlantic Challenge to take place, ultimately it's the Atlantic Ocean that provides the setting, surroundings and scenery. With this in mind, we are passionate about educating past, present, and future generations about the wellness of our oceans and taking action to the **#EveryStrokeCounts** campaign - A pledge we have signed with the United Nations Environment Programme.

During the 2019 race, more than half of the fleet raised funds and awareness to highlight the worldwide issue of ocean conservation and sustainable use of our seas.

In the week leading up to the race start, our title sponsor Talisker demonstrated its love for the ocean by putting on an ocean school for all rowers. Hosted by Parley For The Oceans, the sessions were designed to educate, inspire, and empower the next generation of ocean guardians.

A RACE WE
CAN WIN  EVERY
STROKE
COUNTS

From the 2019/20 Ocean School
in partnership with

PARLEY

CHARITIES

The Talisker Whisky Atlantic Challenge is a visibility platform enabling each team to raise funds for charities of their choice.

Each team or individual can choose one or several charities that are close to their hearts, which also provide them with a sense of purpose and personal motivation during the dark days at sea.

The 2019 fleet raised €1.7 million for charities (and counting)!

The Talisker Whisky Atlantic Challenge has seen rowers across the last six races raise..

over €11,000,000

...for good causes around the world!



Team Margot from the 2019/20 race



2019/20 RACE SUMMARY

35 boats set off from La Gomera on the 12th of December 2019, and, 87 days later, on the 7th of March 2020 the last of the 35 teams docked safely in Antigua. Of the 103 individuals who made up the fleet, 102 arrived into English Harbour - with one rower retiring mid-race and being picked up safely by the support boat.

Whether it took 32 days or 86 days to finish is irrelevant- for all entrants it has been an incredible achievement. The success of so many participants does not mean that any part of the 2019 race was easy, but it is a testament to the rowers' preparation, hard work, and endurance both physically and mentally.

The weather during the 2019 race was a mix of all the ocean has to offer. It was not as fierce or fast as two years ago, nor as soul-crushingly still as 2018. Though they may not feel that way now, this year's fleet has been fortunate to experience a full range of conditions..

As we learn more every year and the crews' knowledge of equipment and training improves, there are fewer and fewer technical issues. Autohelm difficulties and broken oars were the most common issues, but beyond that, most problems were one-off events. We saw multiple power failures and steering problems, but generally the fleet managed the Atlantic crossing in good condition. The race places a huge amount of stress, both physically and mentally, on the participants, and we have witnessed the usual cases of sore backsides, muscular injuries and blistered hands. The recovery for most is quick - and for many these problems become part of the fabric of the entire experience.

The rowers of the 2019 fleet will be changed forever. They have seen things no camera will every really be able to capture. There have been whales, orcas, sharks, dolphins, and turtles, amazing night skies, and sunsets and sunrises that lift the spirits.

More than this, the rowers will have found out about themselves and discovered the humility and honesty that such a touch challenge brings.

A huge thank you to the support and interest from all of the 'dot watchers' – families, friends, sponsors, the media and those who are caught up and entranced by how amazing this event and the participants are.



WORLD RECORDS

There were many World and Race records set during the Talisker Whisky Atlantic Challenge 2019/20 including:

Fortitude IV

Furthest distance travelled in 24 hours

Resilient:X

Fastest pairs crossing

The Seablings

First brother and sister team

Ancient Mariners

Oldest British team of four

D7

First Austrian solo

Ocean 5

Fastest five man team to cross the Atlantic ocean

BROAR

First crossing of three brothers

Oarsome Foursome

First ocean crossing by a deaf person

Row off the Wall

Oldest female to row any ocean

RowHHome

First German female team to row any ocean

Swiss Ocean Dancers

First Swiss female team to row any ocean

Oarsome Foursome

Fastest female trio



| POSITION | TEAM | FINISH TIME |
|----------|--------------------------|----------------|
| 1 | Fortitude IV | 32d, 12h, 35 m |
| 2 | Rowed Less Travelled | 34d, 10h, 46m |
| 3 | BROAR | 35d, 9h, 9m |
| 4 | Ocean 5 | 35d, 19h, 50m |
| 5 | DoraBros | 36m. 10h. 31m |
| 6 | HMS Oardacious | 37d, 7h, 3m |
| 7 | Resilient:X | 37d, 7h, 54m |
| 8 | Row for Veterans | 37d, 11h, 32m |
| 9 | Force Atlantic | 37d, 13h, 53m |
| 10 | All Oar Nothing | 38d, 15h, 31m |
| 11 | Atlantic Ambition | 39d, 7h, 41m |
| 12 | Atlantic Guardsman | 39d, 15h, 31m |
| 13 | Van Durme Brothers | 39d, 21h, 2m |
| 14 | Team Margot | 39d, 23h, 59m |
| 15 | Row for Life | 40d, 6h, 47m |
| 16 | Felix Five | 41d, 12h, 55m |
| 17 | RowHHome | 42d, 46m |
| 18 | The Seablings | 43d, 15h, 22m |
| 19 | Hell Oar High Water | 44d, 21h, 58m |
| 20 | Swiss Ocean Dancers | 45d, 2h, 18m |
| 21 | Bucks Buoys | 45d, 4h, 13m |
| 22 | White Rows | 48d, 21h, 51m |
| 23 | Ancient Mariners | 49d, 9h, 7m |
| 24 | Oarsome Foursome | 49d, 13h, 49m |
| 25 | Atlantic Mavericks | 50d, 19m |
| 26 | Team Maktub | 50d, 6h, 19m |
| 27 | Fight Oar Die | 50d, 11h, 35m |
| 28 | D7 | 57d, 13h, 49m |
| 29 | Team Atventure | 59d, 22h, 9m |
| 30 | Watering the Mind | 63d, 9h, 14m |
| 32 | Atlantic One | 63d, 12h, 33m |
| 32 | Atlantic Dream Challenge | 70d, 9h, 11m |
| 33 | The Swiss 1s | 74d. 23h. 56m |
| 34 | Mad Giraffe | 75d, 23h, 43m |
| 35 | Row off the Wall | 86d, 8h, 59m |

PROUD PARTNERS

Atlantic Campaigns is supported by people, organisations, and companies that come together to deliver best-in-class knowledge, experience, and equipment for the race. Sharing the same sustainability and social purpose goals and values, they come together from around the world to La Gomera to ensure the race lives up to the highest of standards.

“Atlantic Campaigns has been one of the best organisations Range Global Services has had the pleasure of working with, and we are extremely excited to be a sponsor of the Talisker Whisky Atlantic Challenge. All of the staff of Atlantic Campaigns have been incredibly accommodating which has made our job much easier. Working with all of the teams in the TWAC has been incredibly rewarding. By gaining valuable feedback from organisers and participants we have been able to implement processes that have made us a more effective and efficient company. I strongly recommend any company or organisation thinking about getting involved with Atlantic Campaigns to reach out to the raceorganisers. Not only will it be beneficial for your company, you will end up making lasting friendships that go beyond the business spectrum.

Terry Daniels, President, Range Global Services



OFFICIAL SUNSCREEN PARTNER



OFFICIAL HYDRATION PARTNER



OFFICIAL CLOTHING PARTNER



OFFICIAL TRAVEL PARTNER



OFFICIAL COMMS PARTNER



TALISKER[™]
WHISKY

**ATLANTIC
CHALLENGE**

ORGANIZED BY
**ATLANTIC
CAMPAIGNS**



**Atlantic Campaigns wishes to thank all the rowers, participants, staff,
friends, families, and media teams for their efforts and contributions in
making this year's race such a successful event!**

Carsten Heron Olsen - CEO

TALISKER™
WHISKY

ATLANTIC
CHALLENGE

ORGANIZED BY
ATLANTIC
CAMPAIGNS

SEE YOU IN DECEMBER 2020!