

Media statement - For immediate Release

Wednesday 8th January 2014

Charles Stanley announce headline sponsorship of Cowes Classics Week 2014

Charles Stanley is delighted to announce that it has agreed headline terms of sponsorship for the 2014 Cowes Classics Week sailing event. The regatta, organised by the Royal London Yacht Club, is one of the highlights of the Classic sailing circuit and this year will hopefully see over 150 yachts with some 700 crew competing in the Solent.

The event will run from the 21st - 25th July 2014 and this year will draw entries from a wide-range of yachts and dayboats from ex-America's Cup 12-Metres to the smallest boats, the two-man Flying Fifteen Class. The ever popular day boats including the XODs, Darings, Sunbeams and Classic Day boat class traditionally draw the largest fleets whilst the Classic Cruiser/Racer division will be boosted by the inclusion of the SCODS, Twisters and Stellas, and the glass Nicholson 32's and 36's and Rustler 31's – now 50 years old. Furthermore, both the XOD and Sunbeam fleets will be using the event as a significant championship in 2014.

The 8 Metre Class Association is also confident of significant attendees and 6 Metres will continue to support the event, making the 2014 Charles Stanley Cowes Classic Week a 'must-do' event on the South Coast yachting calendar. Family entries are encouraged and the event looks forward to welcoming previous competitors in this, its seventh year of establishment. On the Solent there will be five daily courses run by the Royal London Yacht Club supported by the Royal Corinthian YC, Royal Victoria YC, Island Sailing Club and Cowes Corinthian Yacht Club.

Off the water, the social schedule is equally impressive with an opening reception supported by Charles Stanley, tea and homemade cake after racing each day provided by Winkworth, the Haines Boatyard reception on Tuesday, a supper at the Royal Victoria Yacht Club in Fishbourne on Wednesday, a Harken sponsored race-day and prize giving on Thursday and the Charles Stanley race-day and overall prize-giving on Friday.

Speaking about the sponsorship Mike Lilwall, Group PLC Director of Charles Stanley and a keen sailor himself commented: "We are delighted to be supporting the Cowes Classics Week and the Royal London Yacht Club. We see significant business synergies with the owners and crews of the Classic fleets and we look forward to an outstanding regatta. Charles Stanley can trace its origins back to 1792 whilst the Royal London YC enters its 176th year having been established in 1838 and whilst we don't expect yachts of those eras to be competing, we look forward to seeing beautiful classics as well as some modern-classics competing."

Peter Taylor, the Chairman of Cowes Classics Week since its inception in 2008 and Vice Commodore of the Royal London Yacht Club, stated "We are delighted that such a prestigious organisation as Charles Stanley has taken headline sponsorship of Cowes Classics Week, particularly as it has such strong sailing connections. We consider that this will significantly raise the profile of the event providing good exposure for the sponsors, and we will be able to provide improved facilities to the competitors on and off the water which will enhance the quality of the event"

Charles Stanley has made this additional commitment to the sport of sailing in 2014 alongside its continuing support of the Stock Exchange Sailing Association and the Royal Solent Yacht Club's annual regatta which takes place immediately after the Charles Stanley Cowes Classics Week.

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Notes to editors:

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