

WHYSHORE

YACHTING & MARKETING

PRESS RELEASE

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New GRAND PRIX series of X-35 in the season 2010

An X-35 GRAND PRIX will be introduced in Stockholm in the season 2010. We will highlight the element of the competition and create a strong competitive platform for the active sailors and give a more audience-friendly event.

Four 2-day events will be held focusing on course races and with a tight inshore coastal race as a supplement. The stretch of the coastal race is a maximum of 18-nautical miles and is not planned to take more than 3 hours of sailing. The X-35 is a well-established class. The renowned sailing profile Klabbe Nylöf answers to the question why he chooses to race X-35: "The boat type is unique with its combination of excellent inshore and offshore sailing characteristics. It is suitable for a crew who aim to sail both course races and offshore races such as Round Lidingö Race and Round Gotland Race. The boat is strictly one design and have World Championship status. It is technical to sail and this creates opportunities for the entire crew to be involved."

The interest in sailing is growing and the sport has become more public. The need to follow the races up close and experience the excitement that a tight race gives has increased along with the quality. Time is valuable for the active sailors as well as the spectators and attention for other sports events are great. X-35 GRAND PRIX makes sailing more accessible to both audience and the sailors. The four competition venues are a geographically informed choice and they also keep places to socialize outside the track in nearby restaurants. It is a natural meeting point for after-sails where you can eat and drink along with sponsors and friends. "The exposure of this new platform also adds great value to sponsors and partners." said Lars Sörqvist, chairman of the Swedish X-35 Association.

X-35 GRAND PRIX programs:

GP 1 Hägernäs 8-9th May Viggbyholm Boat Club
4-6 Course races at Hägernäs May 9th
The coastal race consists of Round Lidingö Race May 8th

GP 2 Nacka Strand Sail Arena 13-14th May (Nacka Strand Yacht Club)
4-6 Course races and 1 coastal race

GP 3 Saltsjöbaden 21-22nd August (Stockholm Yacht Club)
4-6 Course races at Baggensfjärden
The coastal race consists of Kräftkötet

GP 4 Nynäshamn 18-19th September (Nynäshamns Yacht Club)
4-6 Course races and 1 coastal race

At each GP, regatta dinner and social activities are organized on land.

For more information, images and interviews please contact:

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