

Media information
July 10 2004

Atlantic rowers to clock up 500 miles

On Monday (July 12) four British rowers battling to break the Atlantic crossing record - who have braved storms, strong counter currents and wind chills of minus 20°C - are set to clock up their first 500 miles, representing almost the first quarter of their mission.

Skipper of the Pink Lady®, Mark Stubbs, 40, from Poole in Dorset, with Jonathan Gornall, 48, from London, Pete Bray, 48, from South Wales and John Wills, 33, from Surrey, set off for Falmouth from St John's in Newfoundland, Canada on June 30.

The four, rowing in their hi-tech 10 metre by 1.9 metre bright pink boat, are confident that they can beat the current 55-day record for the 2,100 mile crossing.

Skipper Mark Stubbs said, "We had a great start in calm weather, followed by days and nights of storms that pushed the Pink Lady boat to the limits. Having left the treacherous fishing grounds off Newfoundland, we had to row against the currents. This was made worse by the tidal effects of being positioned south of Canada's Flemish Cap while still within the Grand Banks' influence, together with adverse winds.

"It won't be long before the wind is behind us and the currents in our favour when we can make better progress. The next 500 miles should be more straightforward and there is nothing better for the morale than clocking up a high mileage.

"We are also looking forward to a bit of sunshine so that our on-board solar panels can fully re-charge the battery and allow us to use more of our electrical systems."

The men had to deploy their 'parachute-like' sea anchor for several periods to stop the Pink Lady drifting off course to the west but in spite of their difficulties have retained a 'uniquely British' stoic sense of humour. This weekend they will change into a new set of kit because the schedule does not allow for clothes washing.

The row is sponsored by Pink Lady apples and the rowers are hoping to raise £50,000 for the British Heart Foundation.

Please visit: www.gopinklady.com for daily up-dates.

- Ends -

Photographs of the Pink Lady boat and crew are available by visiting <http://www.yesconsultancy.com/PinkLadyAtlanticFirst>

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Notes to editors

- All men have extensive Atlantic ocean rowing experience
- They will row without support virtually non-stop for a minimum of 33 days – rowing in pairs, for two hours at a time
- The British Heart Foundation (BHF) is leading the battle against heart and circulatory disease - the UK's biggest killer. The Charity is a major funder and authority in cardiovascular research. It plays an important role in funding education, both of the public and of health professionals, and in providing life-saving cardiac equipment and support for rehabilitation and patient care.

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