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Media information

Rowers put Great into Britain

The Pink Lady® crew's success in their North Atlantic row – which on day 30 sees them just 768 miles from Falmouth – is a reminder of Britain's supremacy in the increasingly popular extreme adventure sport of ocean rowing.

The team set off from St John's, Canada on June 30 to make the 2,100 mile row to the UK mainland, with Falmouth, Cornwall as their final destination.

The Pink Lady crew – comprising Mark Stubbs from Poole, Pete Bray from South Wales, Jonathan Gornall from London and John Wills from Surrey – are tipped to break the world record for the fastest Atlantic row from Canada.

Statistics from the Ocean Rowing Society (www.oceanrowing.com) show that of all the 129 successful ocean rows ever recorded, 61 per cent were achieved by the British. The French follow, accounting for 11% of all successes, followed by USA (7%), New Zealand (4%) and the rest of the world (17%).

Kenneth Crutchlow, executive director of the London-based society said, "Tom McClean was the first to successfully row from Canada to Ireland (1969) and then again to Bishop's Rock Lighthouse (1987), completing in just 55 days, firmly establishing Britain's ocean rowing credentials.

"After a tough start, the crew in their Pink Lady boat have been progressing very well over the past five days and look set to reach the finish by August 23, creating a new world record for the fastest Atlantic row from Canada. They will also be the first four to row the Atlantic west to east.

The rowers must cross the 'lizard meridian' that runs from Lizard point in Cornwall to the Ushant lighthouse in Cape Finisterre, Brittany, the most westerly point of France. Then they will point towards Falmouth for a landing at the National Maritime Museum.

"Crucially, as an added bonus, if the rowers make it to the UK mainland unassisted, they would be the first ocean rowers to have ever done so, reinforcing Britain's dominance in this increasingly popular sport," adds Kenneth Crutchlow.

The extreme adventure sport is rapidly gaining popularity with a record number of five ocean rows taking place this summer.

“All rows are dependent on the weather which can be very unpredictable. Even the best weather experts are pushed to forecast beyond five days, so it is fair to say that ultimately ocean rowers are at the mercy of mother nature.

The Pink Lady rowers stand a better chance than most. The Society’s research shows that 80% of all rowers go to sea with no sea training at all and the brave crew in their high-tech carbon fibre boat has been training together in coastal waters for two years.

The crew is sponsored by Pink Lady apples and the men hope to raise £50,000 for the British Heart Foundation.

Links:

www.gopinklady.com
www.oceanrowing.com

- Ends -

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

Please contact Paul McCaffrey (020 7569 3043 / paul@yesconsultancy.com) or Tina Fotherby (020 7569 3042 / tina@yesconsultancy.com) at The YES Consultancy for further information.

Notes to editors

- All distances quoted are statute miles
- 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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