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Media information

Hard work for Pink Lady crew

If you think you're having an unproductive day, take a moment to consider four brave men in the Pink Lady boat, mid-Atlantic who in 24 hours of heavy work, rowed 51 miles (statute) but only six of them towards home.

The men 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. They are now 967 miles from St John's and have 1,160 miles to go to reach Bishop's Rock.

The Pink Lady crew – comprising Mark Stubbs from **Poole**, Pete Bray from **South Wales**, Jonathan Gornall from **London** and John Wills from **Surrey** - have spent the day struggling to get as far North as possible, in an attempt to avoid an approaching weather system that could delay them further.

The rowers are calling this their Victor Meldrew storm as 'they don't believe it'. For this time of the year they could fairly have expected more favourable conditions helping them towards home.

In 21 days of rowing, the Pink Lady has only had one day where wind or current was advantageous. Having struggled north all day the crew put out the parachute anchor to drift slowly, while they attended small items of maintenance and waited for an expected drop in the wind strength before starting rowing again.

Under normal conditions, the men row around the clock in pairs for two hours at a time, followed by two hours of 'rest' when they need to prepare fresh water, eat and sleep briefly.

Poole-based Pink Lady Shore Team Manager, Bob Barnsley, said, "Watching the trials and tribulations that have assailed our gallant band I am left with an intense admiration for those that undertook these ventures in earlier times.

"Our Pink Lady team has the benefits of a highly advanced boat, good food and clothing, a water-maker and the dubious benefit of continuous communications. "On the one hand it is easy to see the advantages that our team have over their predecessors, but do these alter the challenge? The targets remain the same. The need for guts, determination and the ability to sublimate fear is ongoing.

“The need to apply the motive force from already tired muscles is omnipresent. The myriad other physical and mental discomforts are still there.

“The ocean and mother nature remains unpredictable and newly challenging to everyone who chooses to take her on in a small boat.

“Some are let off lightly, while from others there is extracted a higher price for their impudence. Technology and innovation modify the challenge but do not take away its essence. The spirit of mother nature will always prevail.”

In spite of the setbacks, the men are confident that they will break a world record for the fastest North Atlantic Ocean row that currently stands at 55 days.

The Pink Lady crew and their bright pink boat are sponsored by the eponymous apple and the men hope to raise £50,000 for the British Heart Foundation.

- 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 men have extensive Atlantic ocean rowing experience
- 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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