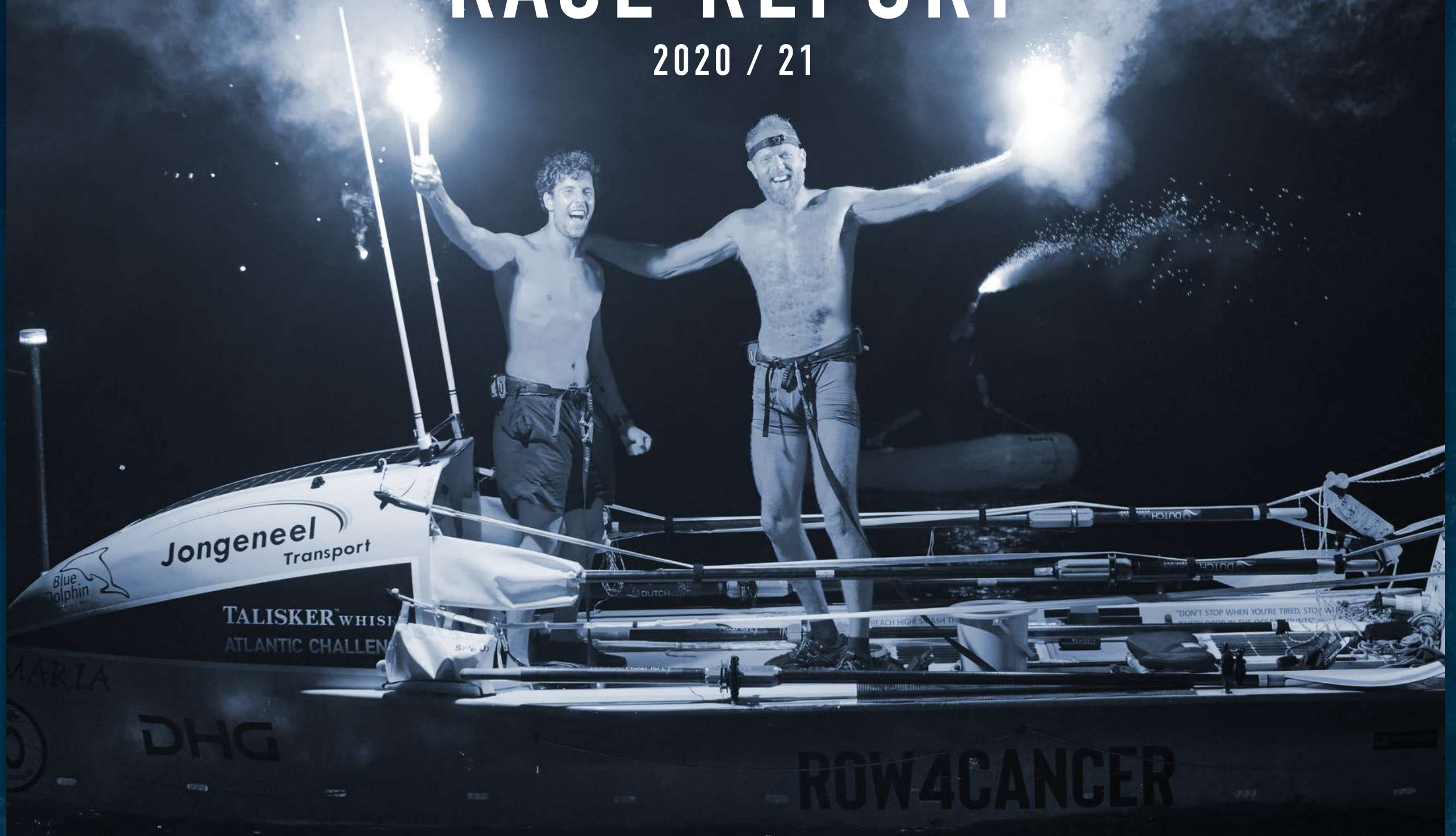


TALISKER<sup>™</sup>  
WHISKY

ATLANTIC  
CHALLENGE

# RACE REPORT

2020 / 21





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## RACE ORGANISER



## TITLE SPONSOR

ESTD 1830

**TALISKER**<sup>TM</sup>  
MADE BY THE SEA

## REPORT & ANALYTICS

PRECIOUS<sup>®</sup>

**Official Race Photographers: Ben Duffy, Penny Bird and Robin Skjoldborg**

The purpose of the Race Report is to give an overview of the Talisker Whisky Atlantic Challenge and showcase its audience reach and impact for new and existing stakeholders.

Specifically, the report has been created to help the participating teams explain the race to sponsors and other relevant parties.

Data detailed in this report was collected between December 2020 and June 2021.

Produced & Published by:

**Precious Media Limited, June 2021**

Data provided by Talisker courtesy of CSM Sport and Entertainment

Editor In-Chief: Mohammad Al-Natour



# THE RACE

## ATLANTIC CHALLENGE

## TALISKER WHISKY ATLANTIC CHALLENGE

The premier event in ocean rowing - a challenge that takes rowers more than 3000 miles west from San Sebastian in La Gomera, Canary Islands to Nelson's Dockyard in English Harbour, Antigua & Barbuda. The annual race begins in early December, with teams participating from around the world.

**The Talisker Whisky Atlantic Challenge brings together teams from all walks of life, united by the same objective - to take on the unique challenge of crossing an ocean in a rowing boat.**

The atmosphere is electric as the teams help each other prepare for the challenge of the mighty Atlantic Ocean. The race creates strong friendships and competitiveness gives way to camaraderie as months of planning turn into reality at the start line in La Gomera.

At sea, the teams battle with sleep deprivation, salt sores and the physical extremes that the row inflicts. Rowers are left with their own thoughts, the vast expanse of the ocean and the job of getting the boat to safety on the other side. The race offers a different experience to all involved.

Upon finishing, rowers join a small community of friends that have shared the adventures of an ocean crossing. The mental and physical endurance results in a life-changing achievement that will never be forgotten.



*The Talisker Whisky Atlantic Challenge 2020 Start Line*



# RACE ORGANISER

**Atlantic Campaigns are the owners and organisers of the race. The company's staff has more than 50 years of ocean rowing experience, which is combined with a deep dedication to - and passion for - the sport.**

Atlantic Campaigns see the race as a platform to nurture and create future greatness. The characters that take part often become role models for ocean rowing and sometimes even mentors for future teams.

Atlantic Campaigns' main concern is always safety, but the rowers' success and fulfilment of their dreams is their primary goal. The company prides itself on being there from start to finish and beyond.

---

**“As Race Director and CEO of Atlantic Campaigns I have had the privilege of supporting and watching hundreds of intrepid individuals start, and finish their campaign to row the Atlantic Ocean, however the fleet of 2020 showed even more determination and resilience than ever before. 2020 will be a year that we all remember and has been firmly written into history as the year the world shut themselves away. The year of a global pandemic. The year of the Corona virus. For myself and all staff at Atlantic Campaigns, 2020 will be remembered as the most challenging race ever, however with that it will also be known as the race where all 21 teams, 55 individuals that rowed the Atlantic showed the world that there was positivity, determination and pure spirit despite it all. To get to the start line in 2020 was even harder than ever before. To raise money for charity was a task that looked almost impossible. To carry out and achieve a lifelong ambition in a safe way looked unreachable, but due to the support and encouragement of every single person linked to the Talisker Whisky Atlantic Challenge 2020, this race will forever be incredibly special. Over €1.8 million raised for charities and all 55 rowers safely into Antigua. The teams of TWAC 2020 achieved and conquered.”**

**CARSTEN HERON OLSEN, CEO ATLANTIC CAMPAIGNS**





# TITLE SPONSOR

Talisker Whisky, a brand synonymous with rugged adventure, has been the official title sponsor for six consecutive races. Since 2013, Talisker & Atlantic Campaigns have been proud partners striving to provide a unique annual experience.

Talisker is the oldest distillery on the Isle of Skye, made by the sea in one of the most remote and rugged, yet beautiful, landscapes in Scotland.



**Talisker Whisky** celebrated the 2020 fleet and their love of adventure and the ocean at the Talisker Whisky Wilderness Bar, a reception on the beach where they enjoyed Talisker drinks and each other's company by the fire before departing for the adventure of a lifetime - in compliance with all health & safety measures.



# TESTIMONIALS

“Atlantic Campaigns were brilliant. They made the impossible possible by ensuring a safe and secure race was able to go ahead during a wildly uncertain year. The staff were a huge part of our experience. We knew that we were safe at sea with such a great safety team on the other end of the phone at any time.

Rowing an ocean was the most incredible experience that is hard to translate into words for those who haven't experienced it. As a team, we chose to make the most of the whole process. From the overnight rows in Burnham to the RYA training courses, we made sure that we enjoyed the whole 2-year process, taking the positives from every scenario. The row itself was just the cherry on top. The best thing is being part of this very special community of TWAC rowers. Anyone with a thirst for adventure should sign up. Nothing will test you more than the ocean. You'll learn so much about yourself, team dynamics, and what your body is capable of. Women are perfect for TWAC as physiologically we are well-suited to endurance sports. Women also have the mental resilience required to cope with the unpredictable and ever-changing nature of an ocean crossing. People always ask 'would you do it again?'.... if there was a boat ready to go tomorrow, we'd hop back in in an instant. What an experience those 52 days were! Thank you Atlantic Campaigns.”

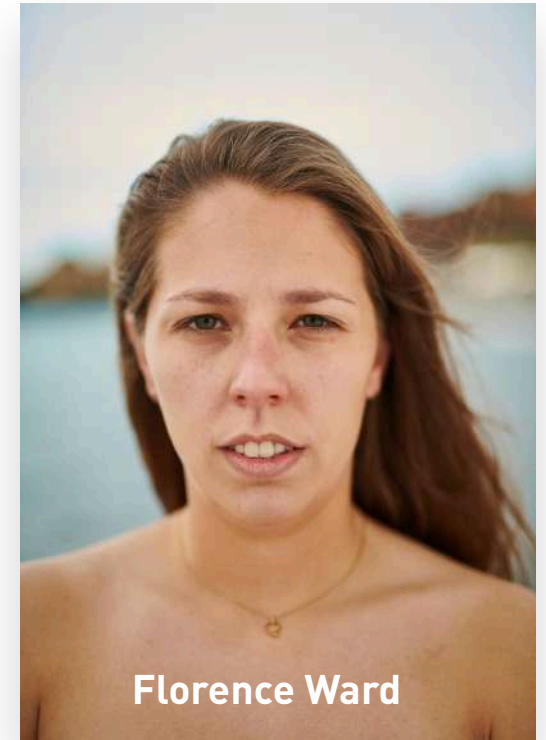
## Florence Ward, Team Atlantic Antics

“Rowing across the Atlantic seemed like an out of reach dream for me, until I came across the Talisker Whisky Atlantic Challenge, and there my dreams came true as I raced across as part of the TWAC 2020 fleet! Being at the mercy of the Atlantic Ocean was the most awe inspiring moment of my life, the beauty of the skies and sea is something I can't explain, but will stay with me forever. Surfing huge waves, the ocean's beautiful wildlife, the night skies become your personal planetarium, the night seas filled with nature's fairy dust of bioluminescence a truly humbling experience. But to succeed you need true sincere support, and this is where Atlantic Campaigns excel. This isn't just a physical challenge but more so a mental challenge, Atlantic Campaigns went over and above to support myself and my crew before, during and after the challenge.

AC really do care about each and every competitor, ensuring you are fully prepared for the huge challenge ahead, always available to listen, talk, and help you through the tough times, and proudly welcoming you into Antigua as you join the TWAC family when you succeed! Taking on and completing this challenge has confirmed in my mind you can and will succeed in anything you put your mind to it, the euphoria I felt when stepping onto land knowing I had completed the World's toughest Row gave me the confidence to seek and plan more adventures.

With the support of AC I rowed 3000 miles across the wild ocean, if I can do it so can you!!”

## Gemma Best, Team Force Genesis



Florence Ward



Gemma Best



"The Talisker Whisky Atlantic Challenge was the culmination of a 12-year dream of mine with both the row itself and Atlantic Campaign exceeding my expectations! The challenge is everything I wanted from an adventure; it is incredibly challenging and there were many days where I questioned what I was doing on a rowing boat in the middle of the Atlantic, but it is also undeniably beautiful, with incredible sunrises, sunsets and night skies that look like they are straight out of a sci-fi film not to mention the wildlife encounters. At its core, the race is a character assessment, stripping life back to a wonderfully simple routine of eat, row and sleep (not very much) all the while showing me just what I am capable of when I have no choice but to keep going. This is exactly what I was looking for and, to me, that is also what separates this outstanding event from almost anything else.

Atlantic Campaigns were excellent in supporting myself and the other rowers before, during and even after the row. Nikki was tremendous in helping me get my campaign off the ground and the team have a fantastic track record in succeeding in getting rowers to the finish line that is largely down to the inspections, training camps and being on hand for any questions during training, ensuring that when I left the marina in La Gomera I was well prepared for the task that lay ahead. During the row, I would always look forward to my sat phone chats with Fraser and Ian which definitely helped keep me sane(ish), even if I did rant about all the food I missed! The finish line is stunning and was also a smooth operation from Atlantic Campaigns. Being somewhat in shock after not seeing people for so long the safety team took care of my arrival ushering me from my boat, to my arrival interview, to my first meal back on land ensuring that I was feeling ok. Well done team!"



Rob Hamilton

## Rob Hamilton, Team Atlantic Titan





# HISTORY OF THE RACE



**1966:**  
Sir Chay Blyth and John Ridgway were the first pair to row across the Atlantic in the twentieth century, crossing from Cape Cod to Ireland in a time of 92 days.



**2001:**  
Now named the **Ward Evans Atlantic Rowing Race** it was once again a boat from New Zealand - 'Team Telecom Challenge' rowed by Matt Goodman and Steve Westlake - that finished first in Barbados after 42 days, 4 hours, and 3 minutes. 36 boats started the race and 33 finished.



**2005:**  
This year the **Woodvale Atlantic Rowing Race** combined with the **ORS Atlantic Rowing Regatta**. The race was now also open for other classes and therefore it was possible for Team Atlantic-4 with David Martin, Neil Wightwick, Glynn Coupland and George Simpson from the UK to step on land in the new finishing port of English Harbour in Antigua after 49 days, 14 hours, and 21 minutes. 26 boats started the race and 20 finished in Antigua. This was also the year where the double Olympic gold medallist James Cracknell and the TV presenter Ben Fogle participated, resulting in the Royal Television Society award winning programme, 'Through Hell and High Water' produced for BBC.



**2009:**  
With a delayed race start due to bad weather the race started in January 2010. Englishman Charlie Pitcher won as a solo rower on board 'JJ (Insure & Go)' after 52 days, 6 hours, and 47 minutes. The brother of Atlantic Campaigns CEO, Carsten Heron Olsen, participated in this race and the seed was planted for what would become a new era within the world of ocean rowing.



**1896:**  
Two Norwegian immigrants, George Harbo and Frank Samuelsen became the first people ever to row across an ocean, rowing the Atlantic W-E from New York to England. Their time recorded for rowing the North Atlantic Ocean was not broken for 114 years.



**1997:**  
Inspired by his row in 1966 Sir Chay Blyth with his company 'The Challenge Business' organised the first Atlantic Race, named the **Port St. Charles Rowing Race**, starting from Playa San Juan, Tenerife and only allowing teams of pairs. The race finished in Port St. Charles, Barbados 3,000 miles away. 30 teams started and 24 teams finished. After 41 days, 2 hours, and 55 minutes 'Team Kiwi Challenge' from New Zealand with Rob Hamill and Phil Stubbs on board arrived in Barbados.



**2003:**  
Named the **Woodvale Atlantic Rowing Race** the race changed its departure port to San Sebastian de la Gomera, an island just south of Tenerife - the same port and island where Christopher Columbus started his journey towards the new world. The first boat to arrive in Port St. Charles, Barbados was 'Team Holiday Shoppe Challenge' - with the winning team once again hailing from New Zealand. James Fitzgerald and Kevin Biggar arrived after a record breaking time of 40 days, 4 hours, and 3 minutes, closely followed by 'Team CRC' who came in just 9 hours later.



**2007:**  
Once again named the **Woodvale Atlantic Rowing Race**, the race moved the start date to the now traditional month of December. After 48 days, 2 hours, and 52 minutes the British 'Team Pura Vida' represented by John Cecil-Wright, Robbie Grant, Tom Harvey & Carl Theakston victoriously stepped on land in sunny Antigua.



**2011:**  
Talisker Whisky signed their first one-year contract with previous race organisers Woodvale Challenge. The 2011 race departed with a fleet of 17 boats, including the now legendary Row2Recovery. Only 11 teams made it to the finish line in Barbados, with the winning team 'Box no 8' completing the race in 40 days, 9 hours, and 15 minutes



### May 2013:

Talisker Whisky brings the first rowing-machine powered cinema to London! A 30-foot screen by Tower Bridge shows the epic BBC documentary, 'Through Hell and High Water' featuring double Olympic gold medallist James Cracknell and TV presenter Ben Fogle crossing the Atlantic in 2005. The event is a teaser for the Talisker Whisky Atlantic Challenge 2013 and get recognised by Guinness World Records for generating the most electricity within an hour using rowing machines.

### 2015:

New developments and safety procedures introduced by Atlantic Campaigns bear fruit as 26 teams leave La Gomera on December 20th in the **Talisker Whisky Atlantic Challenge** - and 26 teams arrive safely in Antigua. This was also the year where Team Ocean Reunion, consisting of Angus Collins, Gus Barton, Joe Barnett, and Jack Mayhew, set the new race record of 37 days, 9 hours, and 12 minutes. TWAC 2015 also set records the youngest (Callum Gathercole) and the oldest (Peter Smith) ocean rowers.

Atlantic Campaigns decides to run the race annually, signing a three-year title sponsorship deal with Talisker Whisky and ensuring the upcoming editions of the race will be named the **Talisker Whisky Atlantic Challenge**.



### 2017:

Atlantic Campaigns develop the official #TWAC merchandise brand '3000 miles'. This race is remembered as one of the fastest and most changeable in history. This led to two rescues and two abandonments but also some of the most prestigious world records in history. The Four Oarsmen (UK) won the race with a time of 29 days, 13 hours, and 34 minutes and Mark Slats (NL) achieved the fastest solo crossing in history with a time of 30 days, 7 hours and 49 minutes.



### 2019:

The biggest fleet to date! 35 boats left La Gomera on December 12th, and 87 days later the race completed. The winners of the 2019 race were Fortitude IV. All 35 teams arrived safely into Antigua with 8 solo rowers, 6 pairs, 4 trios, 15 fours and 2 five-man teams all accounted for. Another two-year title sponsorship deal was signed between Atlantic Campaigns and Talisker Whisky, and a momentous 5 year deal was signed between Atlantic Campaigns and the Antigua & Barbuda Government



### 2013:

After purchasing the rights to the race in 2012, the 2013 edition was the first organised by Atlantic Campaigns. The race was won by Team Locura who arrived into Antigua after 41 days, 2 hours, and 38 minutes with a blue marlin beak pierced through their hull.

Virgin Atlantic signed as the Official Travel Partner of TWAC.

2 Boys in a Boat raised £360k to set a new record for the largest amount of money raised for charity in the race's history.



### 2016:

The new race record didn't last long as the Anglo-American Team Latitude 35, manned by Jason Caldwell, Angus Collins, Matthew Brown and Alex Simpson, took almost two days off the previous record with a winning time of 35 days, 14 hours, and 3 minutes. The first onboard Inmarsat system sends back live footage of the race in real time. Team Row 4 James raised £650k to break the record for the largest amount for money raised for charity.



### 2018:

A total contrast to the conditions of the previous race, this year was relatively calm and slow. There were some headwinds and times of frustrating calm. Though conditions were not as volatile as previous editions, crews had to dig deep for every mile and face the challenge of slow, hard rowing with no surfing and no significant helping conditions. World records were still achieved with the youngest ever male solo (Lukas Haitzmann), the oldest ever pair (Grandads of the Atlantic) and the fastest female pair (Whale of a Time) to name but a few.



### 2020:

COVID-19 brought huge global change and presented enormous challenges to crews and the race organisation. Isolation, restrictions and economic hardship meant that the fleet was only 21 boats strong and very strict health precautions were in place throughout. This year saw the youngest ever female solo rower (Jasmin Harrison) and the oldest solo (Frank Rothwell) within the race and the race was won by a pair, Row4Cancer in a record setting 32 days, 22 hours and 13 minutes. This year was a first in race history with every boat and rower making it to the finish despite an unprecedented four marlin strikes.



# RACE FACTS



2020 had four marlin strikes whilst there has only been 2 previously recorded in the history of ocean rowing.



Based on the number of days required to cross, the food for a solo rower weighs in excess of 65kg, a pair 50kg, a trio 45kg and 41kg for a four.

- Each team will row in excess of 1.5 million oar strokes during a race.
- Team Fortitude IV achieved the fastest 24 hours ever with 107.45 nautical miles covered.
- Rowers will row for 2 hours, and sleep for 2 hours, constantly, 24 hours a day.
- More people have climbed Mount Everest than rowed across the Atlantic.
- Participants in the race have raised over €12.9 million for charities worldwide over the last six races.
- At its deepest, the Atlantic Ocean is 8.5km / 5.28 miles deep.
- The waves that the rowers experience can measure up to 20ft high.
- There are two safety yachts supporting the teams as they cross the ocean. In the 2013 race, one yacht travelled a massive 9000nm!
- Each rower is expected to use 800 sheets of toilet paper during their crossing.
- The teams are supported 24/7 by two land-based duty officers.
- In the 2016 race, solo rower Daryl Farmer arrived in Antigua after 96 days, rowing without a rudder to steer with for nearly 1200miles/40 days.
- Each rower aims to consume 10 litres of water per day.
- Rowers burn in excess of 5,000 calories per day.
- There is no toilet on board - rowers use a bucket!
- The average rower loses around 8kg during a crossing.
- In the 2018 race, solo rower Kelda Wood (Row 2 Raise) was kept company by a whale for nearly 7 days.
- A fully functioning water maker takes 30 minutes to make 20 litres of water.





# THE TROPHIES

The intrepid teams who take part in the Talisker Whisky Atlantic Challenge are all rowing for many different and varying reasons. Some to complete, some to compete. The 2020 race saw the launch and culmination of a full bank of trophies celebrating our three main classes; The Open Class, The Race Class and The Female Class

## The Skye Trophy:

The incredible backdrop and home of the Talisker Whisky distillery is the Isle of Skye, in the Scottish island archipelago of the Inner Hebrides. The Isle of Skye bears much resemblance to our race start island of La Gomera in The Canary Islands - it's a perfect match and worthy of ensuring the recognition of the island extends through the race. Skye is also the name of one of our Support Yachts!

## The MacAskill Trophy:

The MacAskill trophy is named after the MacAskill brothers who in 1880 rowed from the Isle of Eigg in Scotland (UK) to the Isle of Skye in a small rowing boat and founded the Talisker Whisky distillery. The brothers show of bravery and determination to combine the oceans and her elements with the creation of Talisker Whisky is an echo and replica of the connection between our teams and the Atlantic Ocean.

## The Murden Trophy:

The Murden Trophy is named after the incredible Tori Murden. Tori was the first female to row an ocean solo. The footprints she left in the sport has inspired many and are now being replicated by more and more female teams who enter the sport each year. The Murden Trophy is in thanks to Tori for continuing to open up the sport to females, and also a dedication for all those following in her wake.





# BRANDING





# BOAT BRANDING

**The rowing boat is the ultimate blank canvas - a floating billboard that will be shown around the world.**

Preparing to row the Atlantic Ocean takes time, training and money. On average, the rowers need to raise between €90,000 - €120,000 per campaign in order to get to the start line.

The Talisker Whisky Atlantic Challenge offers potential sponsors, brands and ambassadors the opportunity to raise the profile and brand perception of their company on a national and international scale.

Sponsoring a team's challenge gives companies and brands the opportunity to align with a project that not only represents the core values of their business, but also gives access to a potential audience of more than 3 billion people worldwide.



Team 'For A Fitter Planet' from the 2020 race





**The Talisker Whisky Atlantic Challenge attracts rowers from across the globe - all of whom are united by the challenge of crossing an ocean.**

To date, teams have hailed from: UK, Germany, Ireland, the USA, South Africa, Spain, Romania, Norway, Sweden, Australia, New Zealand, China, Finland, Netherlands, Italy, Switzerland, Wales, Scotland, Northern Ireland, Egypt, Ukraine, Uruguay and Antigua. Each team draws significant fan and media attention in their home country. The Talisker Whisky Atlantic Challenge is the key international event in ocean rowing.





# BOAT CLASSES

The Talisker Whisky Atlantic Challenge 2020 comprises of three classes:

## Open Class

- R15
- Spindrift
- Ocean 2/3
- Sea Sabre
- Woodvale/Rossiters Fours
- Adkin
- DOR12
- DOR34
- O28
- LB4

## Race Class

- R45
- R25 pairs
- R10 solo
- R25 solo

## Female Class

- All teams with all female crew members

\*Fastest crossing time achieved by specific design

## R45



**TWAC 2017 - The Four Oarsmen**

\*29 days, 13 hours, 34 minutes

## R25



**TWAC 2019 - Resilient:X**

\*37 days, 7 hrs, 44 min

## R15



**TWAC 2017 - Row 4 Cancer**

\*30 days, 7 hours, 49 minutes

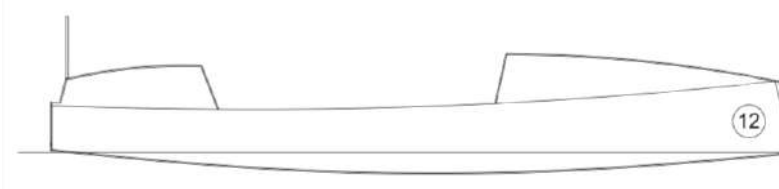
## Spindrift



**TWAC 2019 - Fight Oar Die**

\*50 days, 11 hrs, 35 min

## Ocean 2+3



**TWAC 2017 - Oarsome Buoys**

\*44 days, 13 hours, 43 minutes

## SeaSabre



**TWAC 2017 - Atlantic Ladies**

\*60 days, 18 hours, 34 minutes

## Woodvale / Rossiters



**TWAC 2017 - Atlantic Four**

\*38 days, 14 hours, 32 minutes

## Adkin



**TWAC 2015 - Atlantic Drifters**

\*43 days, 16 hours, 18 minutes

## DOR12

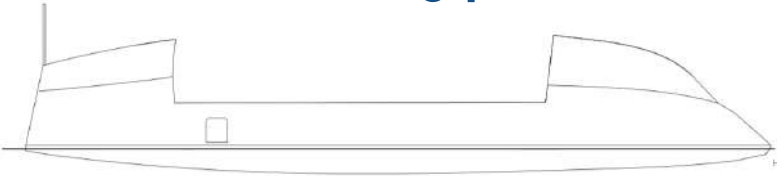


**TWAC 2020 - Row4Cancer**

\*32 days, 22 hours, 13 mins

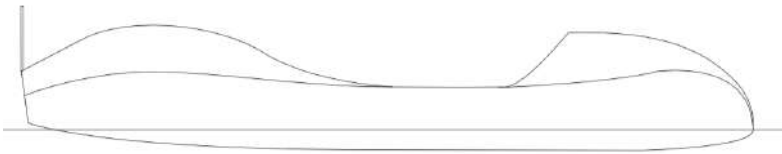


DOR34



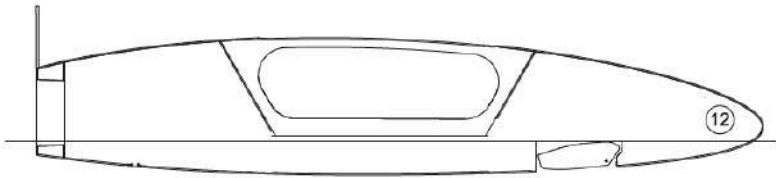
**TWAC 2019 - Swiss Ocean Dancers**  
\*45 days, 2 hrs, 18 min

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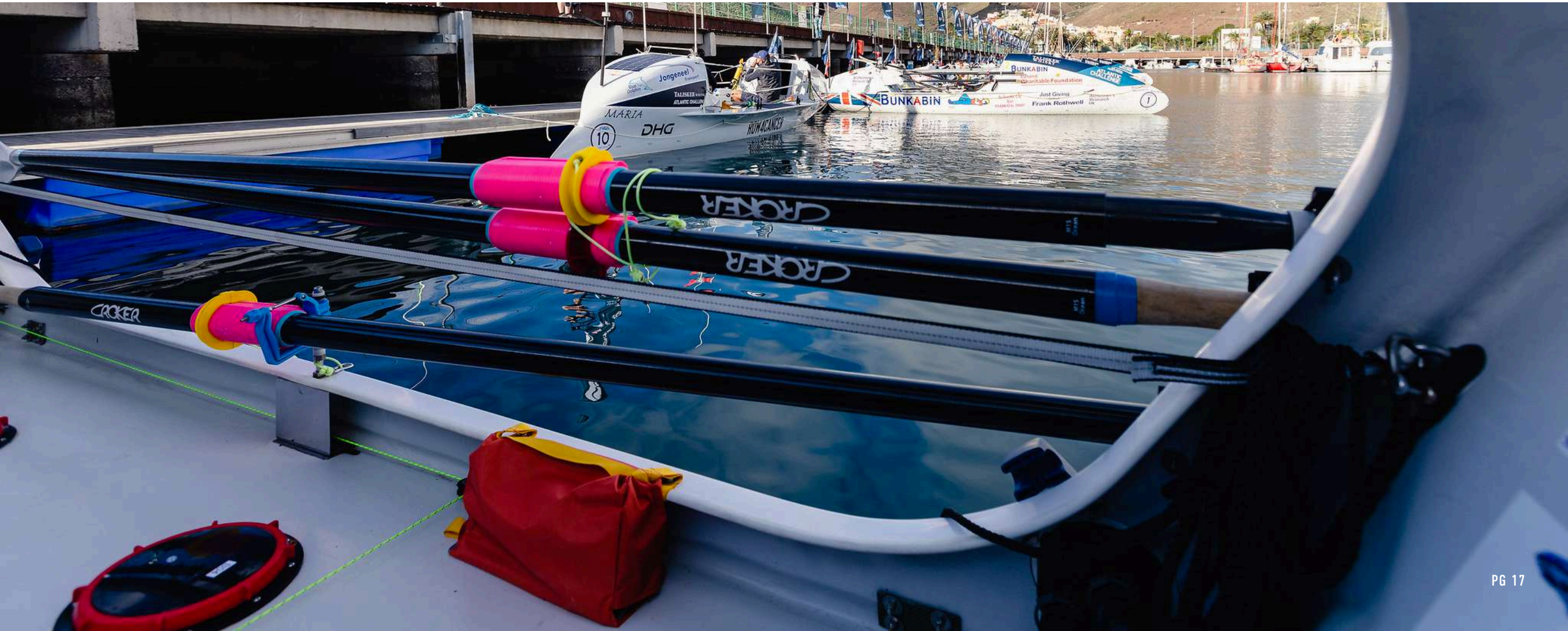


**TWAC 2019 - Van Durme Brothers**  
\*39 days, 21 hrs, 2 min

LB4



**TWAC 2020 - Melokuhle**  
\*56 days, 3 hours, 29 mins





# MEDIA



Official Race Photographer Ben Duffy



# OFFICIAL RACE CONTENT



## CONTENT FACTORY

The Talisker Whisky Atlantic Challenge employs a dedicated media team which seeks to maximise press coverage and media exposure around the world.

Professional film crews and photographers attend both the race start and each finish line event to capture visual assets that are distributed around the world. Press releases and video news reels (VNRs) are produced for each team, always ensuring that there is a steady stream of content available for global media.





# CONTENT FROM THE SEA

During the race, satellite transmissions from the teams and race support boats provide videos, imagery and other content from the ocean. Apart from ensuring the safety and wellbeing of the participants, the support boats roam through the fleet and have a photographer and videographer onboard that focus on documenting the crossing.

**The race's dedicated communications supplier, Range Global Services, provides teams with the opportunity to carry equipment onboard that enables transfer of footage directly from the high seas. Being able to offer a glimpse of life onboard delivers immense value to media, sponsors and of course friends and family.**



"This 2020/2021 my son James Allan rowed the in the Talisker Whisky Atlantic Challenge. Neither he or his 3 friends in the team had ever rowed in such a thing before. My first feeling in being told was surprise and then excitement about it all. As the training commenced and the time drew nearer, worry crept in as I realised what a huge challenge this was! Going to La Gomera and being with other families and supporters was a massive comfort. The supporters had meetings and were given very explicit info and advice on all aspects of how to deal with it all, this was incredibly helpful to all of us, it's very important to go to the meetings! Once they'd left - Oh dear, the tears ,the joy, the tremendous pride - then the long wait but watching every waking moment of the YB tracker and the dot watchers group helped. It was utterly fantastic that you could see your boat all the time! Nearly everyone I know watched them and at the end they asked "could they go again ,it's so boring now!" The day they arrived in Antigua to the sounds of the boats hooting and all the cheering was an unforgettable experience and a tremendously emotional one! Utter joy! This race is so well organised it's fantastic and the trust you had in the experienced team was without a doubt the most comforting thing ,it was so exciting and I am so proud of my son and his team!"

**Lois Hamilton-Slade - Family member of team For a Fitter Planet**

"Atlantic Campaigns recognise that behind every successful rower are friends and family. I really appreciated how much effort Atlantic Campaigns made to ensure that, as a family member (rower's Mum and land crew), I had access to useful, reliable and up to date information to help prepare me for what Jasmine's row would entail, how best to support her before, during and after, and how to address my concerns. Also clear information on the start and finish lines, (with the added complications of the pandemic and international travel.) This information was available on line, formal talks, chats with the AC team, and by email for any other queries at all times. Communication was excellent. Support was also available for social media. Overall, the professionalism of AC helped give me huge confidence that this challenge was made as safe as possible and it meant that I could enjoy being part of this amazing challenge. In Jasmine's case the extreme media attention towards the end of the row, at the finish line, and beyond was handled through fantastic teamwork between AC and us whilst always putting the safety of her, and other rowers, and the integrity of the race first. I can't praise the amazing AC team enough for everything they did! Thank you!"

**Susan Harrison - Mum of Jasmine Harrison, Rudderly Mad.**



The BGAN Satellite Terminal used by the official support yachts





# ACCREDITED MEDIA

The race's Press and PR teams seek to support both accredited media on site and the many television networks and news organisations that follow the race around the world.

100%

Royalty-free media access

50+

Accredited media teams

100%

Participating teams represented

## MEDIA CENTRE

The race operates dedicated media centres in both La Gomera and Antigua with free high-speed internet connections.

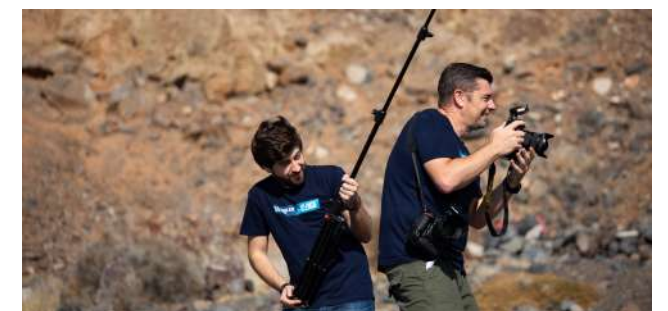
These centres support media professionals provided by our title sponsor Talisker, as well as other visiting news teams covering the race in general or following individual teams or participants.



The Media Centre in La Gomera

## ROYALTY FREE CONTENT

The race offers a continuous stream of royalty-free images, videos and other multimedia content, including live streams and embeddable social media content. This content is distributed via newswires or dispatched directly on request.



A dedicated media team produces media assets for each team



# MEDIA COVERAGE



Team 'Atlantic Dutchesses' from the 2020 race



# MEDIA COVERAGE

This year's race generated an incredible amount of media attention. Coverage was generated by the combined efforts of Talisker Whisky's communication agencies, the dedicated race media team, and the tremendous effort put in by many of the teams to create coverage for their campaigns.



Jasmine Harrison (Rudderly Mad), the youngest woman to row solo across the Atlantic from this year's race, spoke to the Duchess of Cambridge Kate Middleton about her triumphant experience during TWAC 2020. The interview was posted on the official Instagram & YouTube account of the Duke & Duchess.

## TALISKER WHISKY

Talisker employs leading communications agency CSM to deliver dedicated coverage for its sponsorship and the race all year.



## RACE MEDIA TEAM

The dedicated race media team distributes feature stories, news coverage, images and videos to major news outlets across the world.



## TEAM PR EFFORTS

The individual teams also generated coverage in abundance themselves. Global and local news outlets were fascinated by the teams' diverse backgrounds, amazing accomplishments, and spirit of adventure!





# MEDIA PLATFORMS

## PRESS COVERAGE

The race was covered by journalists and media organisations from around the world as it was held successfully during a challenging year. Substantial coverage in the US, GB and Netherlands boosted the figures.

**9m+** Print Circulation  
**100m+** People Reached



## TELEVISION

Many teams in particular caught the eye of news networks from all over the globe. The race has been covered in more than 100 countries resulting in extensive media coverage for the teams and their many achievements.

**100+** Pieces of Coverage  
**56m+** Global TV Audience



## DIGITAL MEDIA

All of the teams aggregated thousands and posts, with sponsors, friends and family chipping in. The many world records broken this year also provided huge interest for online readership.

**1,704** Pieces of Coverage  
**11.3bn** Online Readership



## PUBLIC FIGURES

Many lifestyle/outdoor influencers and public figures interacted with the race virtually this year. Combined, they extended the reach beyond the ocean rowing community.

**1m+** Social Visibility  
**15m+** Audience Reach







**Superstar granddad honoured after becoming oldest person to row the Atlantic - and he's not finished yet**  
The 70-year-old has been given a Pride of Manchester award after completing the 3,000-mile challenge earlier this year, raising more than £1m for Alzheimer's Research UK



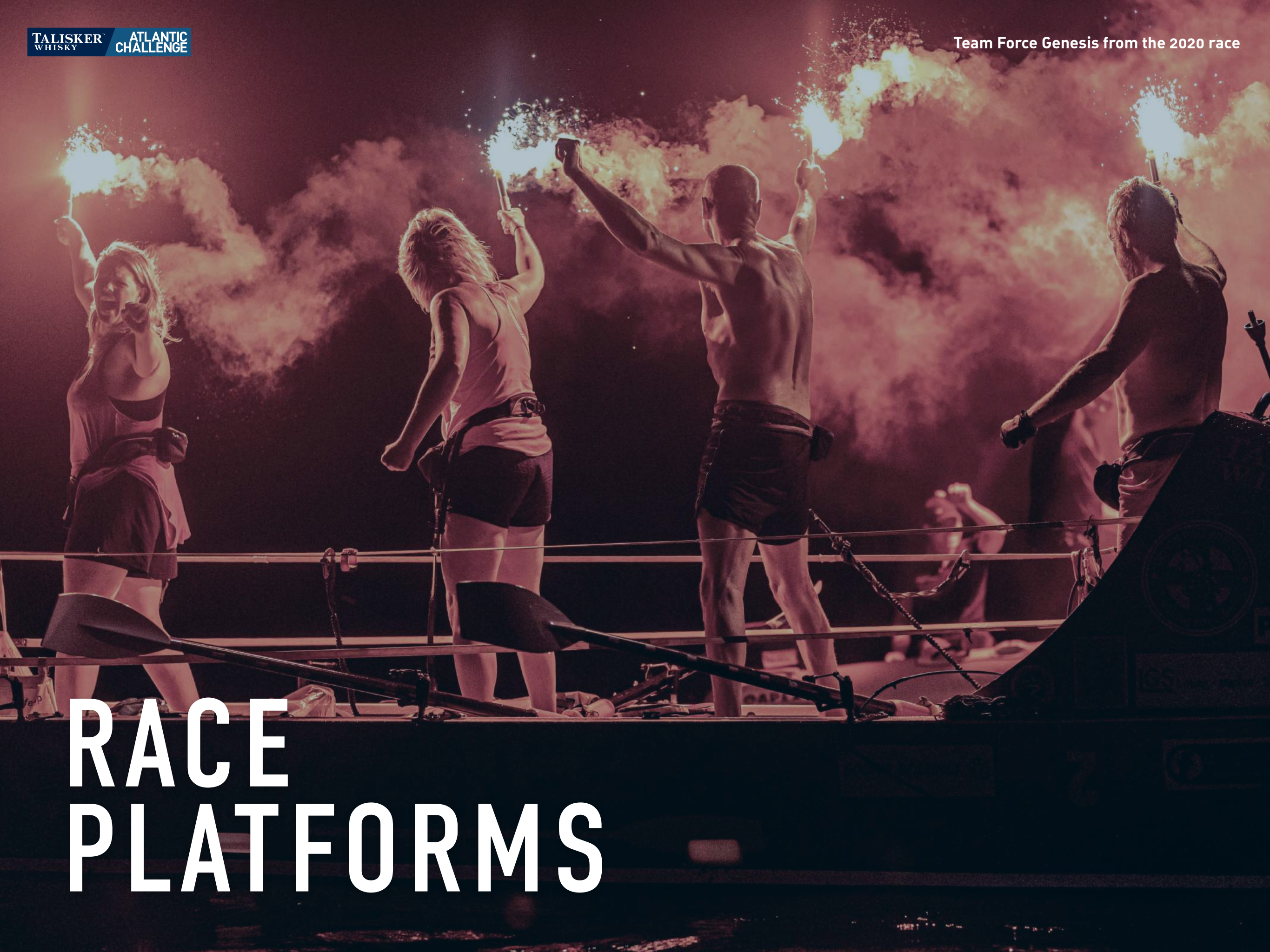
LA STAMPA



**Atlantic rowing race winners set pairs world record, Mark Slats bags another Guinness accolade as duo beat all the fours**  
- A pair of rowers won the race, beating even the four-person teams, and take days off the former pairs record.  
- Mark Slats is also the solo record holder, which he achieved in the 2017-18 race







# RACE PLATFORMS

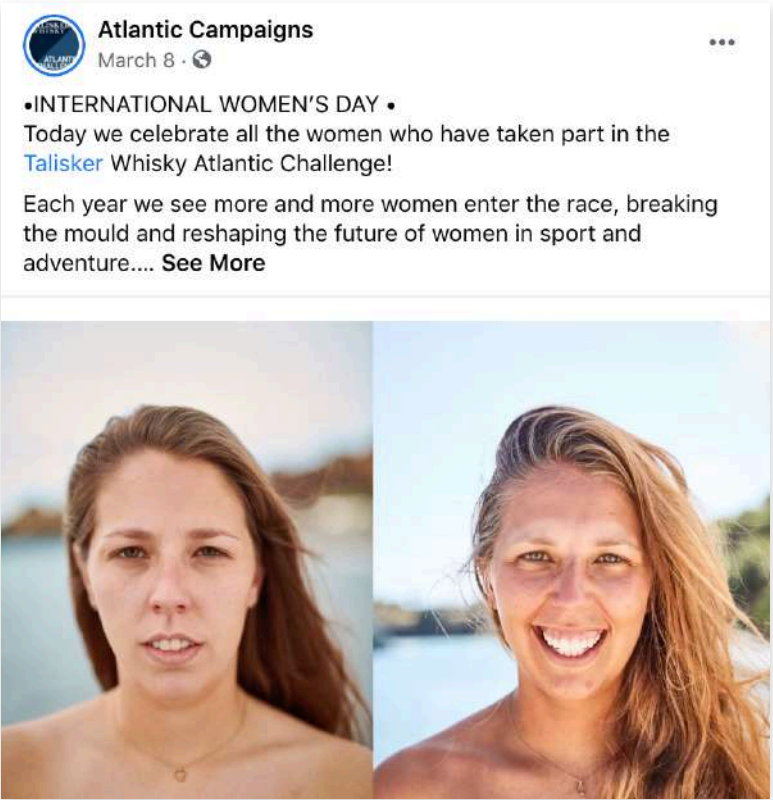
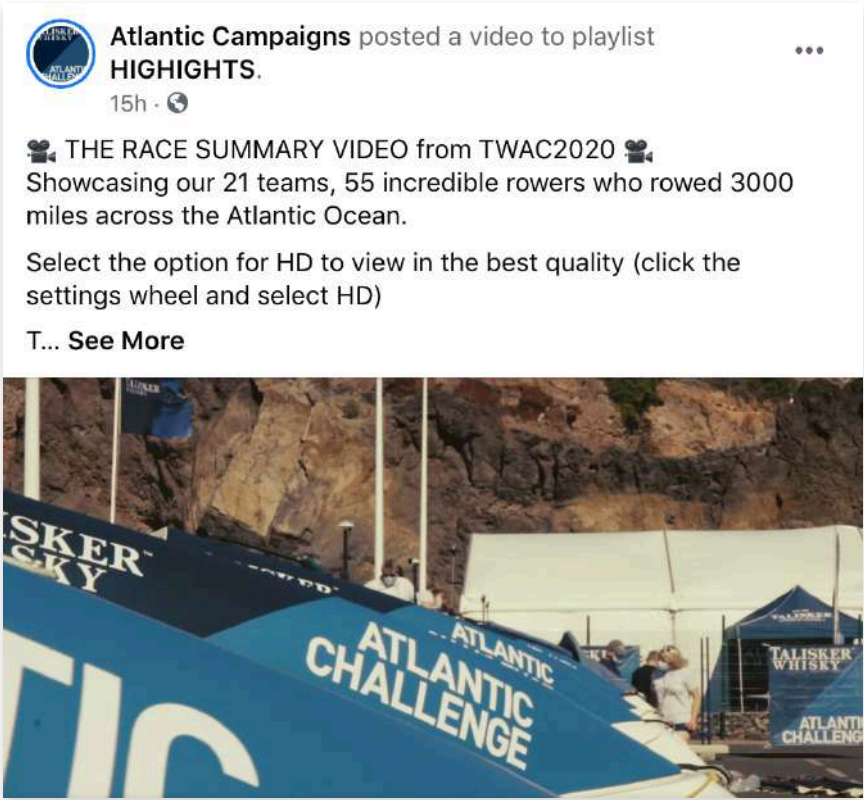


# FACEBOOK

The 2020 race content reached millions of people on Facebook, with reach among the 25-44 age group being substantially higher than the global average for the platform. Facebook Live proved to be hugely popular in this race, attracting more than 750,400 unique live video views.

50,236,260	Lifetime Reach
25-44	Most Reached Age Group
37,877	Page Likes
165m+	Organic Impressions in the last 6 months
372,968	Organic Post Reach in the last 6 months

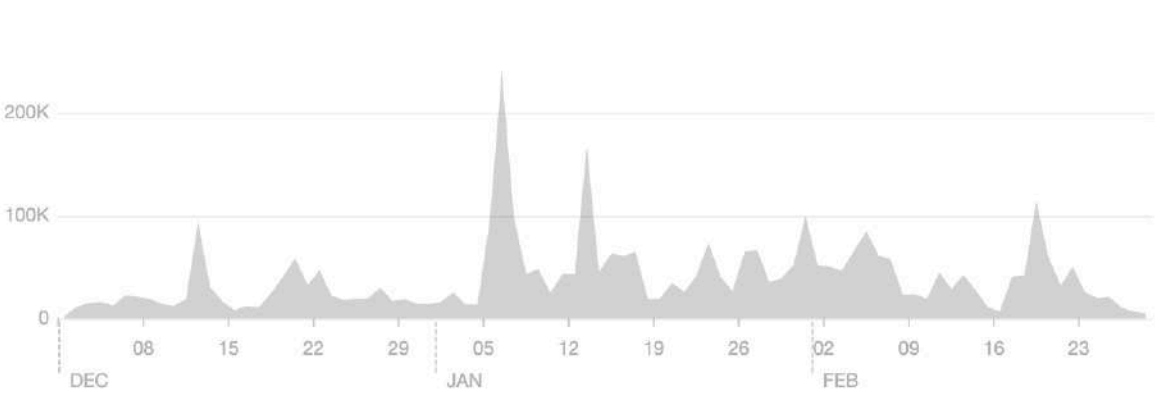
Source: Facebook Analytics: June 2021



## PAGE LIKES



## TOTAL REACH





# INSTAGRAM

Instagram is proving to be one of the most popular ways for fans to engage with the race. The latest content from the fleet is constantly uploaded by a dedicated content manager on site at the start in La Gomera and at the finish line in Antigua.

11.7K + Total Page Followers

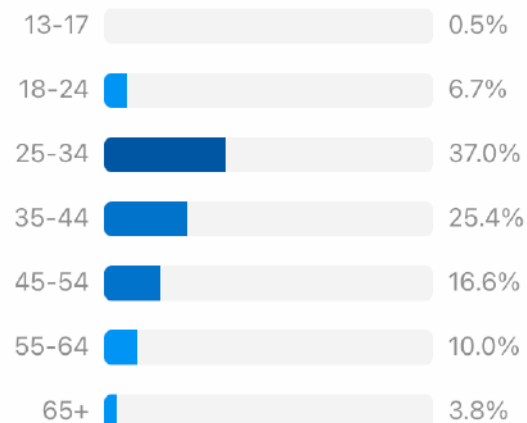
1,602 Profile Visits Per Month

79,892 Impressions Per Months

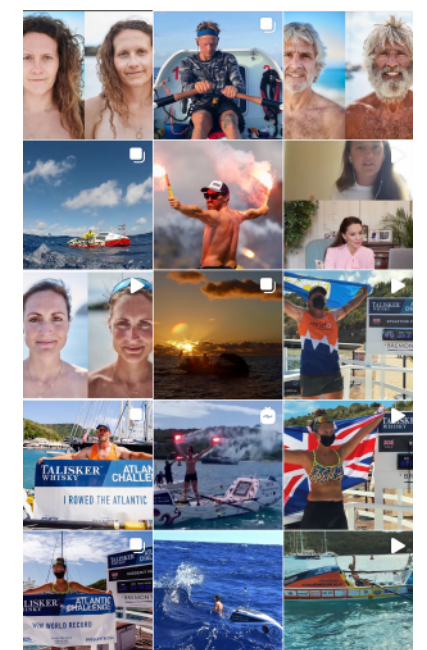
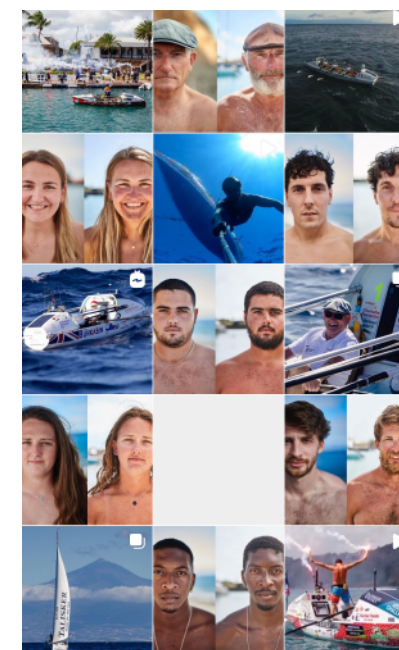
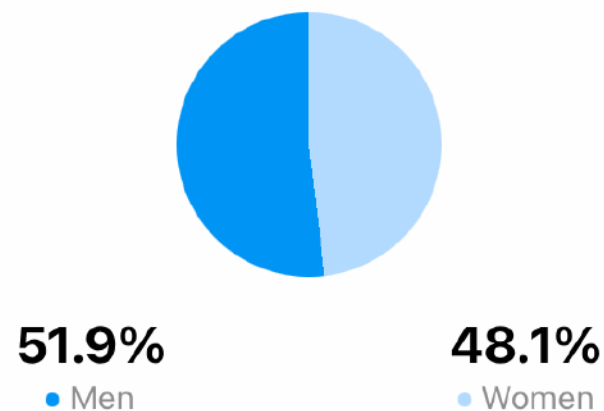


Source: Instagram Analytics - June 2020

## AGE RANGE



## GENDER





# TWITTER

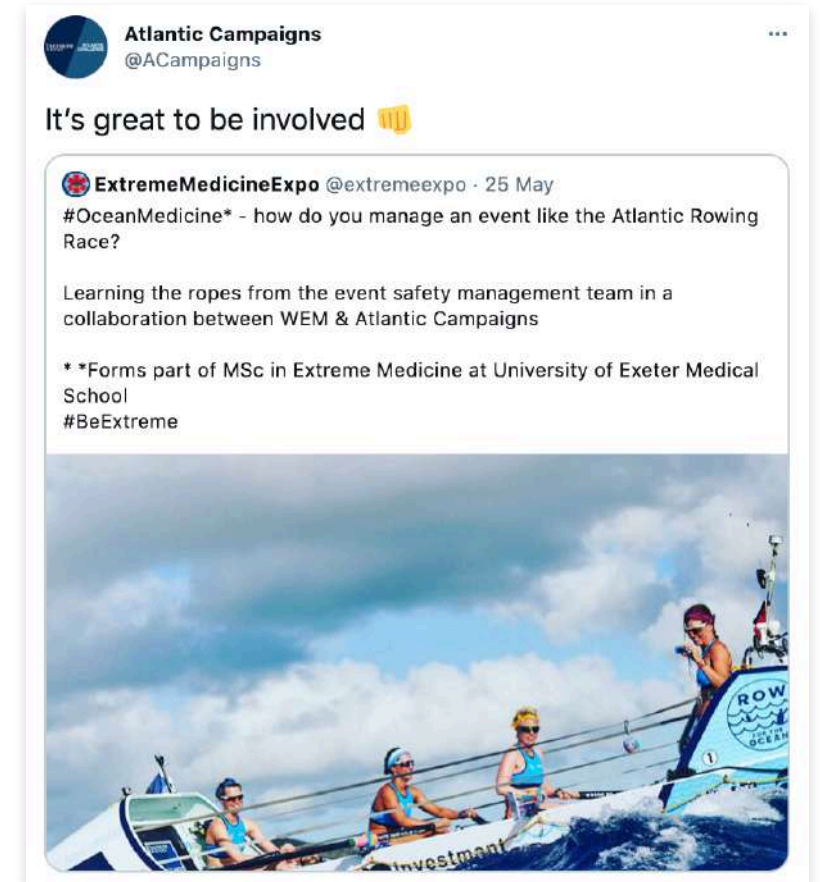
Twitter provides the fastest way to get the latest news from the fleet. The race's content team continuously updates the feed with the latest information, videos and photos as they capture or receive from the teams.

3,126 Followers

706,000 Tweet Impressions Per Month During Race Arrivals

22,300 Average Profile Visits Per Month

Source: Twitter Analytics - June 2021



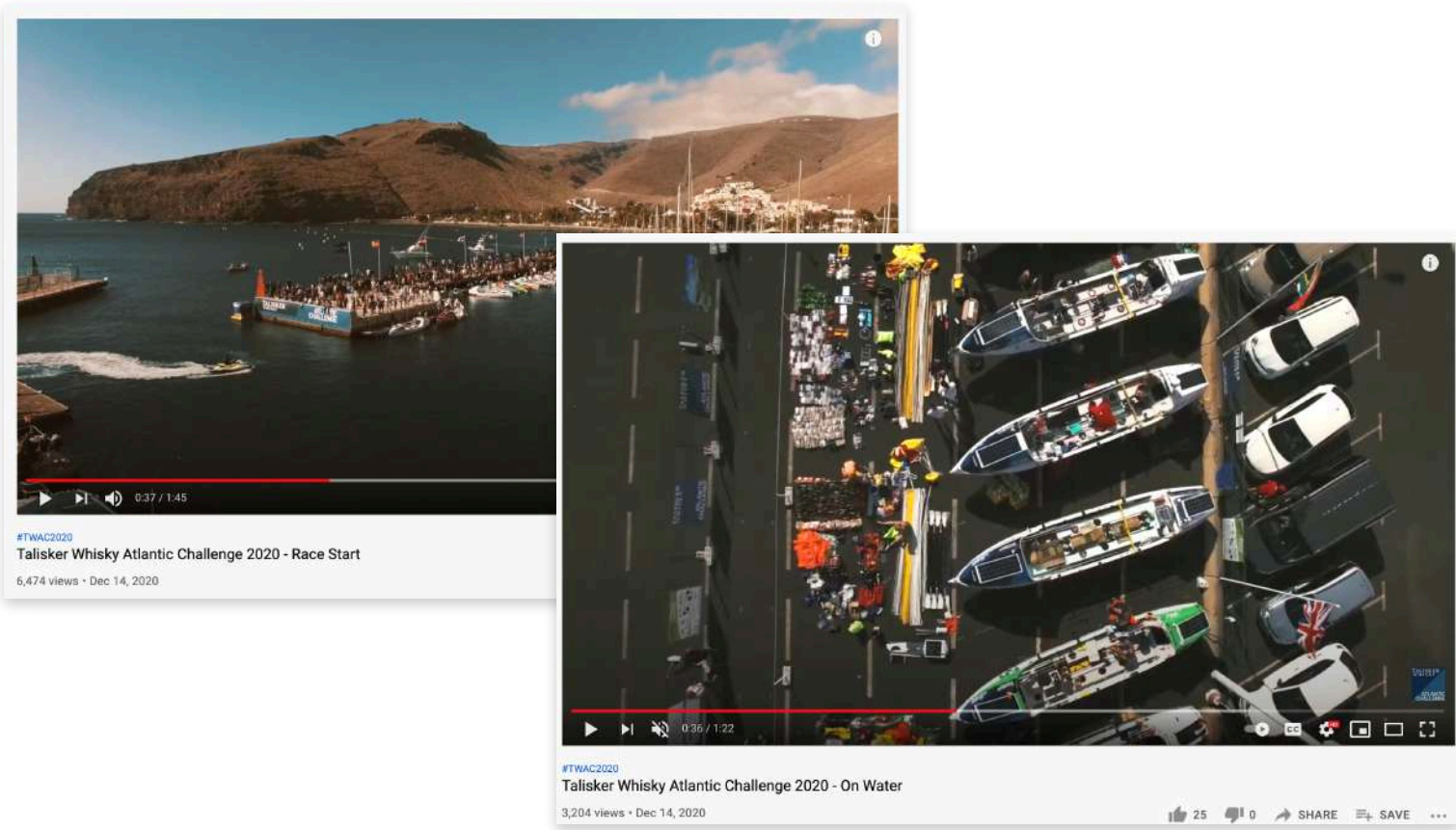


YOUTUBE

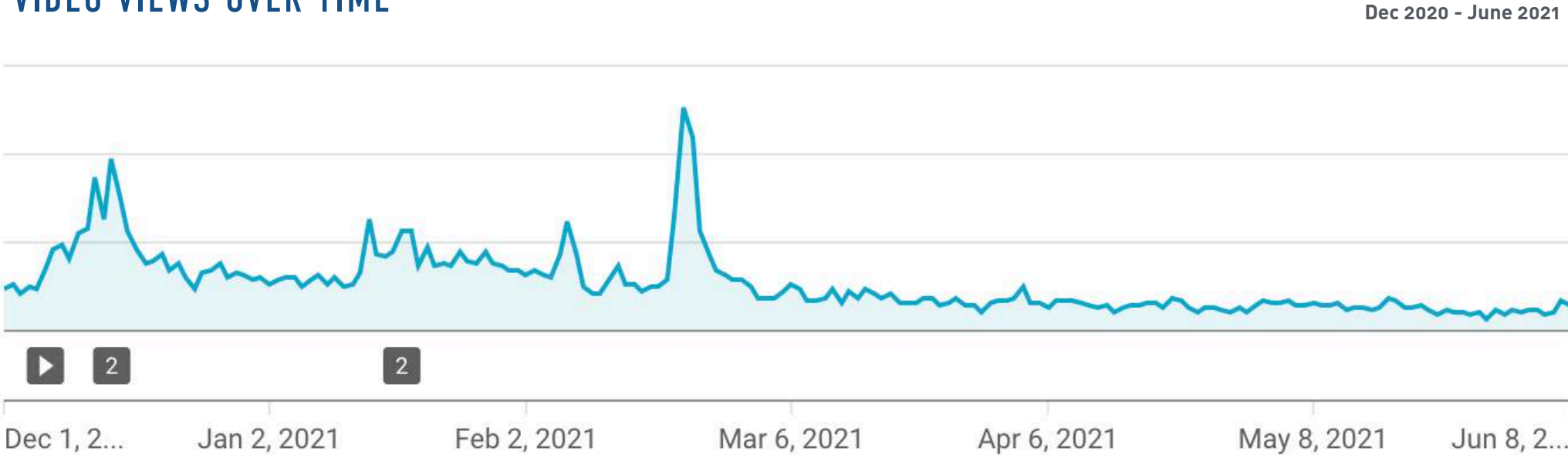
The Talisker Whisky Atlantic Challenge’s official YouTube channel has generated more than 2 million lifetime views over 53 countries. Most views come from western Europe.

2.2m+	Lifetime Views
1.7m+	Impressions

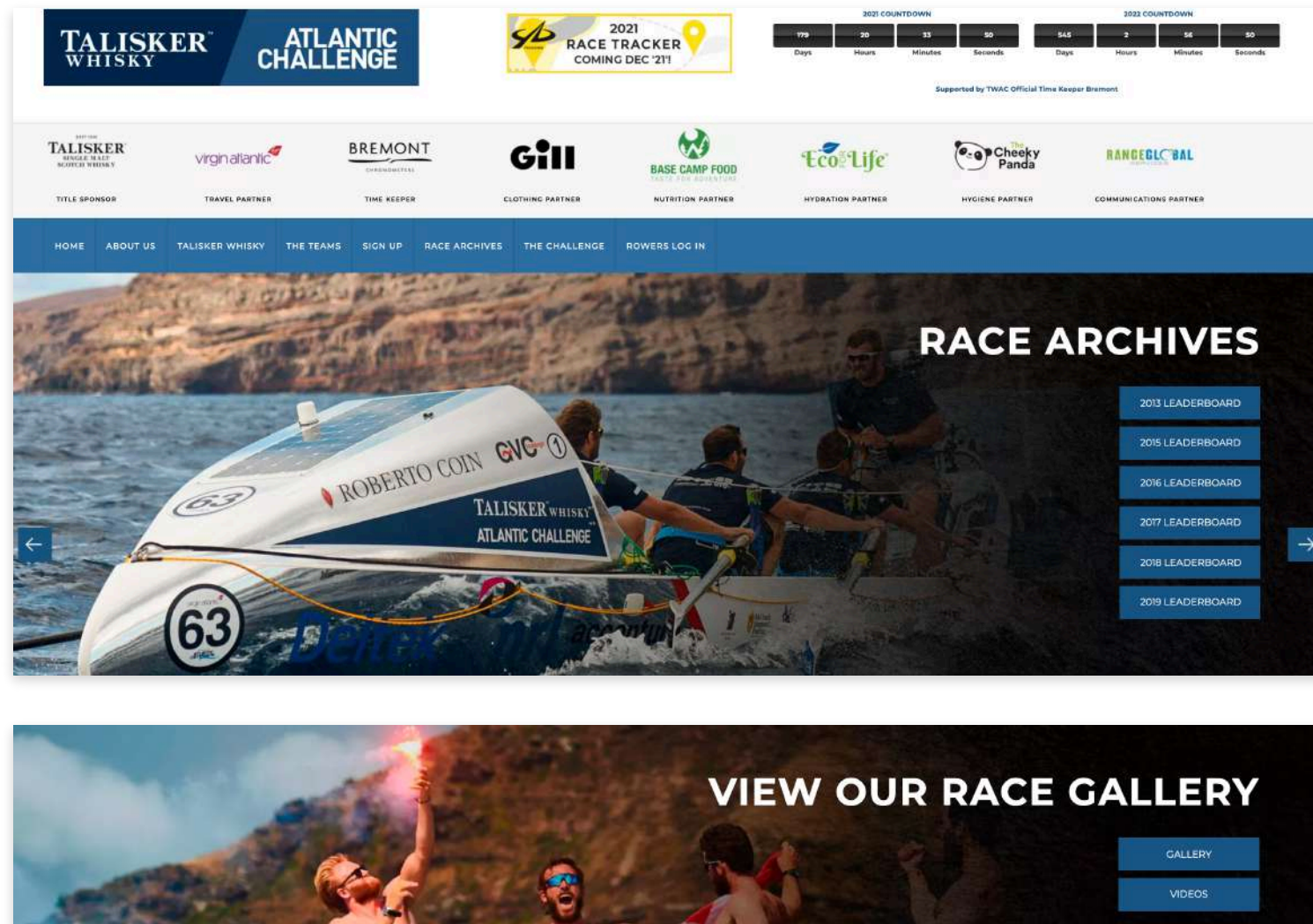
Source: YouTube Analytics - June 2020



VIDEO VIEWS OVER TIME







# RACE WEBSITE

The official Talisker Whisky Atlantic Challenge website acts as a hub for both rowers and fans. The website has all the information needed for interested fans and future participants. The rowers section provides all the relevant resources for teams in preparation for their row.

3.9M+

Page Views

Over 29K

Unique Monthly Visitors

1 min 56 sec

Average Time Spent On Website

Source: Google Analytics: June 2020

## Top Visiting Countries:



UNITED KINGDOM



THE UNITED STATES



THE NETHERLANDS



GERMANY



SPAIN



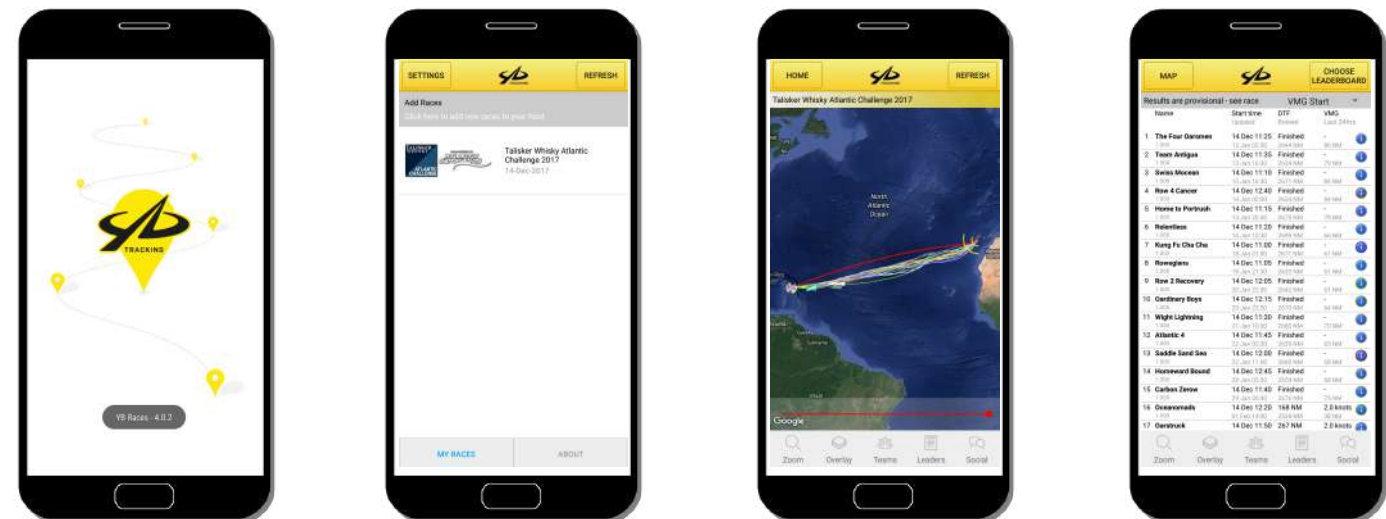
# RACE TRACKER



The tracker is the most popular way for fans to follow the progress of the boats during the crossing. Known as 'dot watching', the positions of the boats are updated approximately every 4 hours.

**1.9m +** Page Views during the 2020 race

Source: Race Viewer Analytics - June 2020



The YB Races tracker is available on Mobile (iOS, Android) and on the race website

## Top Visiting Countries:



UNITED KINGDOM



THE NETHERLANDS



THE UNITED STATES



GERMANY



SWITZERLAND



# FACEBOOK LIVESTREAM

Facebook Live proved hugely popular during the 2020 race. During the active race period, over 150 live broadcasts delivered more than 1.9 million unique video views on the platform.

Over 150

Total Live Broadcasts

1,975,062

Views in the past two years

40,800

Views For The Race Start

Source: Facebook Analytics - June 2020



ON SHOULDERS OF GIANTS ARRIVAL - Part 2

20.3K Views · 20 weeks ago



ON SHOULDERS OF GIANTS ARRIVAL - Part 1

14.8K Views · 20 weeks ago



ROW 4 CANCER ARRIVAL - Part 2

32K Views · 20 weeks ago



ROW 4 CANCER ARRIVAL - Part 1



TWAC2020 RACE START - LIVE!



RACE START BRIEF





# ENVIRONMENT

In the 9 years that Atlantic Campaigns have delivered the Talisker Whisky Atlantic Challenge, each and every year we strive to actively improve, promote and educate our teams and our wider audience about the environmental importance and protection of our host - the Atlantic Ocean.

Each year we are exposed to brands, policies and movements that enable us to play our part, and encourage the community entwined within the sport of ocean rowing to stand up, take action and make a difference.

The Talisker Whisky Atlantic Challenge 2020 was no exception. For the 2nd year running we were privileged enough to receive support through Talisker partner 'Parley For The Oceans', who educated and delivered ocean friendly products to our teams that were about to take on the race.

We were proud to have Cheeky Panda as our Official Hygiene Partner, supplying 100% sustainable, biodegradable and compostable bamboo wet wipes and toilet paper to our fleet.

Lastly we were privileged to again partner with Eco 4 Life as our Official Hydration Partner, who supplied our entire fleet with their emergency drinking water in bottles made 100% from plants, making huge difference on all sides of production, use and purpose.

One of the primary connections between Atlantic Campaigns and Talisker Whisky is summarised with the hash tag #MadeByTheSea. This connection and our ability to deliver a platform that educates all those that are 'Made By The Sea' is a huge privilege and one we strive to protect.



PARLEY

Eco 4 Life

The Cheeky Panda



# CHARITIES

The Talisker Whisky Atlantic Challenge is a globally visible and diverse platform, enabling each team participating in the race to raise funds and awareness of charities of their choosing.

Each team or individual can choose one or many charities that are close to their hearts to support during their campaign. Not only does this raise much needed funds for the charity in question, but it also gives the rower and/or team a purpose, and motivation and a personal cause to focus on during the darker and harder moments of their crossing. 2020 was a year of incredible hardship globally - meaning that charitable donations are at an all time low, however through the determination and courage of the 2020 fleet, an incredible €1.9million!

This means that the total raised by teams in the Talisker Whisky Atlantic Challenge now stands at an amazing

**€12,900,000 and counting!**





# 2020/21 RACE SUMMARY

**TWAC 2020 was a race like no other. On the 12th of Dec, 21 crews and 55 rowers left La Gomera on a life changing adventure. In 32 days, the first crew safely made land at the finish in English Harbour Antigua and after a total of 73 days, the last rower finished the epic challenge. This year was marked by a particular success as it was the first time that every boat and rower that started the race finished.**

COVID-19 presented global challenges and put huge demands on the race and the rowers which is why the fleet was 21 strong as opposed to 40. It is often said that one of the hardest parts of this event is getting to the start and this year it was tougher than ever with companies unable to sponsor crews and rowers unable to meet to train. Possible travel restrictions meant that AC worked closely with national authorities and put in place the strictest of health, testing and hygiene structures to ensure the safety of rowers, staff, supporters and all those in contact with the fleet. This had some impact on the format of the race village and reduced the numbers at the finish but critically it ensured that the race could go ahead.

Every year is different and this year saw crews deal with flat, calm days, capsizing causing waves, blistering heat, head winds and miles of seagrass. The wildlife continued to amaze and crews were fortunate enough to see whale, dolphin, orca, sea turtle, flying fish, shark and bioluminescence. Incredibly there were four dramatic marlin strikes when hunting marlin pierced the hulls of boats. There have only been 6 recorded strikes on an ocean rowing boats in the history of the sport and four in one race is extremely unusual. Lessons learned and employed by the fleet means standards continue to rise. There were no significant mechanical or health issues and rowers finished the race largely healthier than we have seen before. This doesn't mean it is getting easier but that preparations and understanding of the demands is improving. This event and its rowers are shaping the future of the sport in a way that is unsurpassed.

**Rowing the Atlantic as part of the Talisker Whisky Atlantic Challenge changes people. It allows anybody with determination to achieve something that will test them physically, mentally and emotionally and give a new perspective of what they can do and what is achievable. Lifelong friendships form, crews meet up and plan new adventures and already rowers from 2020 are signed up to row again.**

**Thank you to rowers, family, friends, supporters, partners, sponsors and all those who have been part of another amazing year. At a time when the world has changed you have been part of making this a huge success and showing that even in adversity we can do great things.**



*Row4Cancer*



# WORLD RECORDS

There were many World and Race records set during the Talisker Whisky Atlantic Challenge 2020/21 including:

## Row4Cancer

World record for fastest pair to row the Atlantic Ocean. Winners of the Skye trophy TWAC 2020 and the Bremont watches.

## Atlantic Antics

Youngest trio to row any ocean.

## Atlantic Dutchesses

First all Dutch female team to row any ocean and winners of the Murden Trophy for winning the female class of TWAC 2020.

## Generation Gap

Victoria Mico Egea is the first Spanish Female to row any ocean. First father and daughter to row from La Gomera to Antigua.

## Bristol Gulls

First person from Uruguay to row any ocean (Sofia Deambrosi).

## Alzheimer's Research

Oldest solo male to row the Atlantic Ocean from La Gomera to Antigua, unassisted, at 70 years of age.

## Rudderly Mad

Youngest female to row any ocean solo at 21 years and 225 days old at race start.

## Dutchess of The Sea

Oldest female team of four (assisted)

All records are adjudicated by 'Ocean Rowing Stats'



POSITION	TEAM	FINISH TIME
1	Row4Cancer	32d, 22h, 15m
2	On Shoulders of Giants	35d, 6h, 42m
3	Latitude 35	36d, 5h, 10m
4	HPF Atlantic	37d, 5h, 10m
5	Oardacity	40m, 6h, 35m
6	Valkerie	42d, 3h, 47m
7	Atlantic Dutchesses	43d, 4h, 56m
8	Generation Gap	45d, 21h, 0m
9	Bristol Gulls	46d, 7h, 50m
10	Team Antigua Pairs	47d, 6h, 57m
11	Wave Warrior	49d, 10h, 40m
12	Force Genesis	50d, 22h, 16m
13	Atlantic Antics	51d, 3h, 59m
14	Atlantic Dragon	52d, 4h, 57m
15	Atlantic Titan	53d, 3h, 20m
16	*Dutchesses of the Sea	54d, 20h, 12m
17	Melokuhle	56d, 3h, 29m
18	Alzheimer's Research	56d, 2h, 41m
19	Atlantic Solo	64d, 3h, 5m
20	Rudderly Mad	70d, 3h, 48m
21	Spoarting Chance	73d, 7h, 2m

\* Disqualified due to breach of race rules



# PROUD PARTNERS

Atlantic Campaigns are privileged to be supported by several organisations, businesses and individuals who all combine to ensure the Talisker Whisky Atlantic Challenge has multiple layers of success so that each and every race is delivered to the high standards we expect, year after year. The Talisker Whisky Atlantic Challenge 2020 was no exception to this, even given the global uncertainties being faced. The suppliers and companies that have supported the race as Proud Partners have the same shared goals, social purpose, and company ethos as we do and it is through this that the race goes on to improve and flourish year after year.

“Atlantic Campaigns has been one of the best organisations Range Global Services has had the pleasure of working with, and we are extremely excited to be a sponsor of the Talisker Whisky Atlantic Challenge. All of the staff of Atlantic Campaigns have been incredibly accommodating which has made our job much easier. Working with all of the teams in the TWAC has been incredibly rewarding. By gaining valuable feedback from organisers and participants we have been able to implement processes that have made us a more effective and efficient company. I strongly recommend any company or organisation thinking about getting involved with Atlantic Campaigns to reach out to the race organisers. Not only will it be beneficial for your company, you will end up making lasting friendships that go beyond the business spectrum.”

**Terry Daniels, President - Range Global Services**

“As the official clothing/apparel partner to TWAC 2020, it was a privilege to supply the Atlantic Campaign's team and rowers with Gill kit needed to see them through the challenge of a lifetime. Rowing the Atlantic immerses rowers in a multitude of extreme conditions which can be made up of high winds, rough seas, torrential squalls, salt spray, UV and extreme temperatures. As a result, having the right gear to endure that journey as comfortably and safely as possible without compromising performance is essential. Gill are proud to be associated with the event and the incredible achievements of all rowers in the 2020 race, and further look forward working with Atlantic Campaigns and the rowers for future events!”

**Joel Chadwick, Corporate Sales Manager - Gill**

BREMONT

OFFICIAL TIMEKEEPER

EcoLife®

OFFICIAL HYDRATION PARTNER

Gill

OFFICIAL CLOTHING PARTNER

The Cheeky Panda

OFFICIAL HYGIENE PARTNER

virgin atlantic

OFFICIAL TRAVEL PARTNER

RANGE GLOBAL SERVICES

OFFICIAL COMMS PARTNER



BASE CAMP FOOD  
TASTE FOR ADVENTURE

OFFICIAL NUTRITION PARTNER





Atlantic Campaigns wishes to thank all the rowers, participants, staff, friends, families, and media teams for their efforts and contributions in making this year's race such a successful event!

Carsten Heron Olsen - CEO

HOLROYD  
FOUNDATION

Alzheimer's  
Research  
UK

Make breakthroughs possible

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SEE YOU IN DECEMBER 2021!