



Media Alert Rolex Baltic Week 2010

Dear Media Representatives,

The seventh Rolex Baltic Week will once again place in Kiel on the Baltic coast, this year from 30 June to 4 July 2010. Event organisers Kieler Yacht Club, in cooperation with the Flensburger Segel-Club, will host the 8-Metre Euro Cup and the Robbe & Berking mR Sterling Cup for 6-Metre and 12-Metre yachts. These traditional boats will sail on two racecourses on the Inner and Outer Kiel Fjord.

Both national and international journalists are expected to visit the 2010 Rolex Baltic Week. As ALL media representatives will need an on-site accreditation for Rolex Baltic Week, we kindly ask you to complete the attached accreditation form and return it as soon as possible by email, fax or mail. Please note that only working media representatives will receive an accreditation for the event. Should there be any doubts regarding your accreditation, we will get in touch with you prior to the event.

We want to make sure that reporting from the event will be as easy and convenient as possible for you. Please help us to plan for your specific media requirements by answering a few questions.

Thanks to the support of title sponsor Rolex, you will be able to use the services of a professional media centre at Rolex Baltic Week in Kiel, where the media representatives will be supported by a dedicated PR team. The media centre will be open from Wednesday, 30 June, at noon until Monday, 5 July, around lunchtime. During the event, it will be open from 9:00 in the morning into the late evening.

The media centre will be equipped with all modern communication facilities from phone lines to a high-speed network (DSL) for fast data transfer (LAN and W-LAN). Refreshments, coffee and lunch packs (on demand) will be offered.

The organisers are making press boats available, particularly for photographers and TV camera crews so they can follow the races from up-close. Subject to availability, written press and other media representatives may also get a seat on one of the press boats. We kindly request you to make a reservation. The seats will be allocated in the media centre on the morning of each race day before leaving the dock. Lunch packs will be handed out before boarding.

The Rolex Baltic Week will be documented by a renowned photographer. Royalty-free pictures of general interest will be available to photo desks for editorial use via download from the Internet archive on www.regattanews.com



A short overview on the preliminary **programme** of the 2010 Rolex Baltic Week:

Wednesday, 30 June

- 12:00 – 18:00 Registration
18:00 Skippers' briefing, Kieler Yacht Club
19:00 Rolex Baltic Week Opening Ceremony, Kieler Yacht Club
Dress code: smart casual (no shorts, no flipflops)

Thursday, 1 July

- 11:00 Start first race
After racing Barbecue and refreshments, Kieler Yacht Club

Friday, 2 July

- 11:00 Racing continues
19:00 Robbe & Berking Sterling Night, "Seebar", Seebad Duesternbrook
Dress code: smart casual (no shorts, no flipflops)

Saturday, 3 July

- 11:00 Racing continues
After racing Barbecue and refreshments, Kieler Yacht Club

Sunday, 4 July

- 11:00 Racing continues
14:00 Latest possible warning signal
16:00 Rolex Baltic Week Prize-Giving Ceremony, Kieler Yacht Club
Dress code: casual



Event location:

The 2010 Rolex Baltic Week will take place at the 1936 Olympic Marina of Kiel-Duesternbrook at Kieler Yacht Club. The mail address (also for GPS car navigation systems) is "Hindenburgufer 70, 24105 Kiel".

Directions by car: At the traffic lights at the end of motorway A 215 in Kiel, go straight on towards the city centre. At the third traffic lights, turn right before "Exerzierplatz" (a square) towards "Ostufer". After 700 metres, turn left at the front of the quay "Kaistrasse" and follow the road for 1.1 km, when it turns into "Duesternbrooker Weg". After 600 metres you reach the intersection "Bernhard-Harms-Weg/Hindenburgufer".

Press parking for Rolex Baltic Week is located at "Bernhard-Harms-Weg" at the "Institut für Weltwirtschaft" (world economics institute), just 100 meters from the media centre and the yachts' berthing places. The parking lot is well signposted and equipped with an access control. You will be issued a parking permit together with your accreditation in the media centre. For unloading heavy equipment, temporary parking is allowed in front of Kieler Yacht Club.

Accreditation:

You will need an accreditation to get close to the action in Kiel – i.e. to get access to the relevant docks, the media centre and other parts of the event area. Please fill in the following accreditation form and return it by email, fax or mail before Friday, 25 June.

Your personally assigned accreditation pass will be handed out to you in the media centre from Wednesday, 30 June. Please show your valid press card or written commission note from your editor. Please note that there may be some waiting time if you need to be issued a day pass, in case for some reason you have not been able to receive full accreditation as described above.

Media contact:

Andreas Kling (Press Officer)
andreas@regattanews.com
M: +49/172/257-8817

Direct landline telephone numbers for the media centre at Rolex Baltic Week will be published as soon as possible at the start of the event. For more information please see the event website on www.rolex-baltic-week.com and www.regattanews.com.

We are looking forward to meeting you in Kiel!

Andreas Kling
PR Consultant



Rolex Baltic Week

Andreas Kling

By fax: +49/4822/360-901

By Email: andreas@regattanews.com

ACCREDITATION FORM

I am planning to report from on site at Rolex Baltic Week on:

(please mark the relevant days)

- Wednesday (30 June), registration and opening ceremony (19 h)
- Thursday (1 July), first start at 11 h
- Friday (2 July), first start for second race day at 11 h
- Saturday (3 July), first start of third race day at 11 h
- Sunday (4 July), first start of the last race day at 11 h,
Prize-giving at 4 p.m.
- Monday, (5 July), wrap-up reporting

I am:

- written press (radio, print media, Internet etc.) photographer
- TV journalist with camera crew

I would like to follow the Rolex Baltic Week races

- from on shore in the media centre and Race Village
- from a press boat (limited number of seats available)

Media title: _____

Department: _____

Journalist: _____
(first and family name)

Street: _____ Post code/Home town: _____

Phone: _____ Fax: _____

Mobile: _____ Email: _____

Website: _____