



# STATUS ROW

Three ordinary women taking on an extraordinary challenge.



The second female trio *ever* to attempt rowing across the Atlantic.



Racing in the 2018 Talisker Whisky Atlantic Challenge this amateur all-female trio will row 24 hours a day for over 50 days from the Canaries to Antigua.

**OFFICER WORKERS SUSAN RONALDSON,  
JESS REGO & CAROLINE WILSON TO ROW  
3,000 MILES ACROSS ATLANTIC**

The team are rowing in support of the Marine Conservation Society to educate, inspire & drive change.

It is estimated that by 2050 there will be more plastic in the ocean than fish. Everyone's actions have an impact on the health of our oceans, and each of us can do something about it today.

**TALISKER**<sup>TM</sup>  
WHISKY

**ATLANTIC  
CHALLENGE**

ORGANIZED BY  
**ATLANTIC  
CAMPAIGNS**



# GLOBAL COVERAGE

In December 2018, ~30 boats from around the world will line up in La Gomera to compete in the Talisker Whisky Atlantic Challenge - **the world's toughest row.**

The race draws a global audience and has a reach of over 5.4 billion, attracting international and local press coverage in addition to a BBC documentary.

The team has already received print, online & radio coverage, and has plans to further leverage this media through additional events.

5.4bn

Total Reach

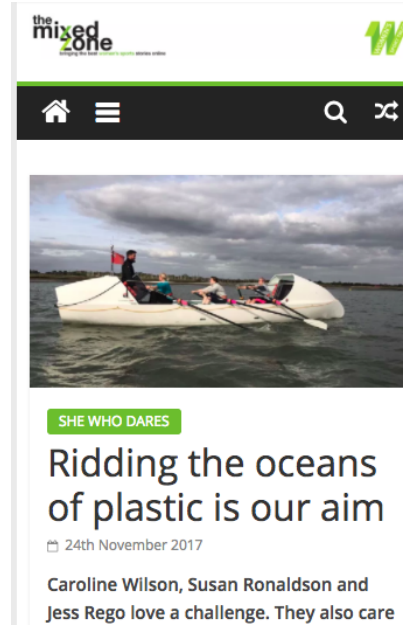
3,250

Pieces of Coverage

85

Broadcast features  
inc. 2h 15min airtime  
on BBC Breakfast

*Talisker Whisky Atlantic Challenge 2015/16 PR Stats*



The Royal Gazette

Lifestyle

Intrepid trio prepare to row across Atlantic

Nadia Hall

Nov 8, 2017 at 8:00 am



Jessica Rego always hated the beach but had no such qualms about the ocean.

It's a good thing too. The Bermudian is now preparing to row 3,000 miles across the

## THIS IS YOUR CHANCE TO GET INVOLVED!

Achieving our record breaking aim will only be possible with a fleet of special supporters. Sponsorship packages available from £250.

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