



29th April 2009 – Wight Vodka enters Hannah White into the 2009 OSTAR

London, England

When the 2009 OSTAR trans-Atlantic race starts off the waters of the Royal Western Yacht Club on the 25th May, the adrenaline running through both Hannah White and Ritu Manocha will surely be extreme!

Hannah will be one of 45 skippers on the start line of the 2009 OSTAR in her Figaro II, PureSolo, with the support of Wight Vodka.

“Being back on the start-line of the OSTAR for the second time is a dream come true,” said Hannah, “the last few months have been focused on putting together an entry for this race and I’ve had tremendous support from so many people. I met Ritu for the first time last season at the Southampton Boat Show, and I knew immediately that the brand affinity between Hannah White Racing and Wight Vodka would be brilliant. When Ritu agreed to enter me for the OSTAR, it could not have been a better fit for both of us.”

Hannah’s passion for sailing dates back to 1998 when she competed in her first keelboat regatta at Cowes Week. Over the years Hannah had honed her skills working and sailing with some of the world’s best sailors, including Brian Thompson and Alex Thomson. Competing in the OSTAR for a second time is the result of many years of hard work and the 2009 OSTAR is one more significant step toward fulfilling her career goals.

Ritu Manocha, owner of the boutique Wight Vodka brand, commented “The OSTAR is the world’s oldest solo racing challenge and we’re completely psyched to have Hannah competing in it. She’s the perfect ambassador to carry the Wight Vodka brand across the Atlantic to the finish in Newport, Rhode Island. Hannah will be a tough competitor no doubt, and we’re now putting some thought into the celebrations in the US upon her finish.”



Hannah continued, “Ritu asked me to come up with a few variations for the aptly named ‘White on Wight’ cocktail. This will certainly be one of the more fun items to ‘check off’ my preparation list leading up to the race!”

About Hannah White Racing

Hannah White Racing is the company behind Hannah White’s ocean racing campaigns. Hannah White Racing is entering into several regattas in 2009 including the OSTAR and Fastnet. Recently named as the one to watch by the London Times, Hannah White is supported by several main sponsors including PureSolo, Helly Hansen and Wight Vodka. www.hannah-white.co.uk

About 50° North

50° North are the creators of Wight Vodka. The company’s spirit and enthusiasm for the ocean, coupled with the centuries-old regatta traditions of the Isle of Wight (and of course a full appreciation of superior vodka!) culminated in the creation of the world’s smoothest, 42% ABV potato-based vodka. One sip of Wight Vodka will make a believer out of the most discerning connoisseur, and the company welcomes your joining a unique and elite class. www.wightvodka.com. Tack & Gybe Responsibly.

