



9th January 2012 – Wight Vodka & RS Sailing Partner for the RS Elite Nationals

London, England

The Royal Yacht Squadron is playing host to the eye-catching (and very cool) RS Elite National Championships this Olympic year, when the highly competitive regatta takes place during the prestigious RYS summer programme from 30th August to 2nd September to compete for their major annual title.

If a championship hosted in the hallowed Yacht Squadron Castle with the fleet berthed on its very own doorstep were not enough to whet the appetite, then headline sponsorship from premium brand Wight Vodka certainly completes the sensory picture. One-design RS Elites always deliver adrenalin-pumping races at their championships, so add to that the



picture of Wight Vodka cocktails on the pristine RYS lawn before the big Class Dinner in the Castle and you have an idea of what this regatta is about!

No wonder that a record RS Elite fleet will take to the Solent for this championship, including a strong contingent from Ireland who have already committed to the trip, guaranteeing some of the strongest contenders for the title as well as a lively atmosphere ashore. Top Elite sailors, including defending 2011 champion Jono Brown and 2010 victor Crauford McKeon, will also be out to lift the trophy. As the RYS Yachting Secretary Chris Mason (himself no stranger to top level sailboat racing) says "The Royal Yacht Squadron is delighted to be hosting the Wight Vodka RS Elite National Championships. The regatta will come at the end of a very busy season for us, and will be a fitting finish to what is going to be a spectacular year at the RYS and in the UK. Personally, I'm really looking forward to watching high-class fleet racing from the Royal Yacht Squadron."

Ritu Manocha, the entrepreneur behind 50° North and Wight Vodka, is understandably enthusiastic about their commitment to British sailing, "I'm very proud to be working so closely with RS Sailing and the Royal Yacht Squadron to support the RS Elite Nationals. Being an Olympic year, Wight Vodka is involved in many great events, but we're certainly looking forward to the end of August and participating in a fantastic four days of highly competitive RS racing coupled with so many fabulous social events!"

About RS Sailing

The RS sailboat range was launched in the mid 1990s by two guys with a passion for sailing and the ambition to use the latest design developments and technology to produce boats that would move the game forward. The rest, as they say, is history. Following immediate UK success the range has steadily expanded; it is now the fastest growing sailboat brand internationally and has won multiple design awards around the globe. www.rssailing.com

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.

