



10th August 2012 – Wight Vodka Releases an Epic Track with *High & Fast*

London, England

Get ready for something special...

The crew at Wight Vodka teamed up with some of London's most talented musicians to deliver an epic track speaking directly to our yachting and racing fraternity. *High & Fast* has been released today on Google Play, iTunes and other online distribution sites and based on early feedback from pre-release sessions, this track will be in our minds for many, many years to come.

"Wildly similar to the inspiration for Wight Vodka, I came up with the idea of creating a huge yachting and sporting anthem while on the Solent heading over to Cowes two summer's back," said Dan Hiza, the co-entrepreneur behind Wight Vodka and now the co-writer and co-producer of *High & Fast*. "*High & Fast* speaks to all those who love the ocean, thrive on competition, have a 'never give up' attitude and make the absolute most out of life."



A sample of *High & Fast's* chorus below gives a flavour of what the entire track is about:

*It's the feeling when passion and danger collide.
Living life on the edge for the thrill of the ride.
Pushing hard to the line, as we Tack and we Gybe...
'Cos life's too short for stalling
We're living it High & Fast!*

Wight Vodka teamed up with Producer Atar Shafighian of SUS Music to develop and ultimately deliver *High & Fast*. "I remember first meeting Dan and having him pour his thoughts and early lyrics at me," said Atar. "Having only been on the water a few times in my life, I had to keep up with him but I knew there was something great to work with, including passion, energy, competition, athleticism and pride. *High & Fast* came together with Dan's drive and the pure talent of my colleagues Ben Barritt, Russ Hayes, Nick Trepka and Nathan Williams on guitars, drums, piano and vocals, as well as the awesome strings from Rachael Lander, Victoria Lyon, Becky Hopkin and Kirsty Mangan. With over a year's worth of work behind us, we're proud to be releasing *High & Fast* over the course of this summer's 2012 Olympics."

Dan's recommendation is to "Enjoy this track when you're in the gym, on your bike, pounding the pavement, on the beach and of course on the water practicing day-in and day-out striving for perfection."

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.

