



## **Nautical Channel Selected as International Media Partner for Bacardi Cup & BACARDI Sailing Week for second year straight**

[23/01/2014] After the success of 2013, Nautical Channel's status as the official international media partner for the Bacardi Cup & BACARDI Sailing Week presented by EFG Bank has been renewed for the 2014 edition of the event. The event, which takes place in Miami from 2-8 March and then in Newport from 8-14 July, will be broadcasted throughout the USA (Dish Network - International Sports Pack) and across 43 other countries, in 4 languages.

"Rum and sailing are bound to create an intoxicating cocktail, one that we are proud to collaborate with through the renewal of our partnership with BACARDI Sailing Week."

Andrew Miller, Head of Programming at Nautical Channel

"We are very proud to achieve our 5<sup>th</sup> Bacardi Miami Sailing Week edition and most importantly the 87<sup>th</sup> Bacardi Cup. This year we would like to welcome the VX One Class and the continuation of the Star Sailors League program. We would also like to thank the Nautical Channel for renewing their support through their world wide programming."

Sara Zanobini, Bacardi Sailing Week Event Director

Both Nautical Channel and BACARDI Sailing Week have much to gain from this ongoing partnership. Via Nautical Channel's programming, BACARDI Sailing Week will be viewed by the largest group of nautical viewers around the globe while Nautical Channel will have extensive exposure both to the competitors and spectators participating at the event.

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**Bacardi Cup & BACARDI Miami Sailing Week** is the most anticipated multi-class regatta in Miami. 200 boats with competitors from 23 countries and across the U.S.A. will meet again and line up under Miami's sunny skies on Biscayne Bay to compete for the celebrated Bacardi Cup and the BMSW regatta trophy.

*Event Date: 2-8 March, 2014*

[www.miamisailingweek.com](http://www.miamisailingweek.com)

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**BACARDI Newport Sailing Week** was recently birthed from the success of its Miami counterpart, already found its place amongst the world's top events! Over 700 sailors & 250 boats are expected to compete at the Newport Regatta. The town of Newport will come together in order to celebrate Sailing with a variety of different activities.

*Event Date: 8-14 July, 2014*

[www.newportsailingweek.com](http://www.newportsailingweek.com)

**Nautical Channel** is the only international TV channel dedicated to the world of nautical sports and lifestyle. It is available to over 20 million subscribers, in 45 countries, in English, French, Russian, German, and Italian (Y&S). The channel is available on over one hundred international pay TV, satellite, subscriber IpTV, mobile phone, Digital Terrestrial, MMDS and cable TV platforms. From sailing to surfing, the programming wheel captures all the action happening on the water!

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