



Nautical Channel promotes College Sailing with ICSA - USA

Nautical Channel has partnered with the Inter-Collegiate Sailing Association (ICSA) to bring top college sailing events to TV viewers worldwide.

ICSA consists of seven regional conferences covering the U.S. and parts of Canada. Sailing is the most co-educational of all college sports, and its best participants number significantly among Olympic medalists, America's Cup competitors, International Grand Prix Circuit sailors, Volvo Ocean Race sailors, and Bacardi Race Series sailors. With the addition of ICSA events to Nautical Channel's sports lineup, sailing fans around the world will be receiving an unprecedented look at the up and coming generation of sailors.

Universities across the USA are now telling their competitive sailing story on Nautical Channel's global TV broadcast. Giving this undertaking a contemporary twist, Nautical Channel will be receiving much of the content via crowd-sourced material from the very students themselves. With the aid of ICSA's new 'crowd sourcing server' grass-roots passion for college sailing will now be realized on the silver screen around the world.

"College Sailing is thrilled to have a partnership with the Nautical Channel. The technical capabilities and scope of the Nautical Channel will provide ICSA with a world-wide platform and a broad audience."

- Mitch Brindley, President of the Inter-collegiate Sailing Association

"We are absolutely delighted to partner with ICSA."

- Laurence F. Hopper, CEO of Nautical Channel

"Joining forces with ICSA and showcasing the US College Sailing season helps Nautical Channel in its mission to elevate sailing to a mainstream national sport in the USA. Following the champions of tomorrow is a unique opportunity to also promote and highlight both the core values of the discipline and the longstanding American sailing tradition."

- Gero Malingri, Global Sports Director of Nautical Channel

ICSA- The Inter-Collegiate Sailing Association (ICSA) is the governing authority for sailing competition at colleges and universities throughout the United States and parts of Canada (www.collegesailing.org). Sperry Top-Sider (www.sperrytopsider.com), Annapolis Performance Sailing (www.apsltd.com), Gill North America (www.gillna.com), LaserPerformance (www.laserperformance.com), Marlow Ropes (www.marlowropesusa.com), Quantum Sails (www.quantumsails.com), and US Sailing (www.ussailing.org) are national sponsors the ICSA.

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 (USA- Dish, Dishworld), in English, French, Russian, and German. The channel is offered 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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