Press Release

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Sailing stars encourage everyone to make Bart's Bash the World's largest sailing event

Bart's Bash, the global sailing event in aid of the Andrew Simpson Sailing Foundation, has launched participant sign up with the help of some of the world's best in the sport of sailing.

Sailors including Sir Robin- Knox-Johnston, Sir Ben Ainslie, Tom Slingsby and Shirley Robertson OBE feature in a short film which aims to encourage sailors and non-sailors from across the world to take to the water on 20 September 2015.

This is the second time the remarkable sailing event will take place. Bart's Bash was conceived in 2014 as a participation event in memory of Andrew "Bart" Simpson. It grew beyond all expectations with over 30700 people taking part in the event across more than 50 countries and raised over £360,000 for the charity started in Bart's name. In January 2015 Bart's Bash was named officially the largest sailing race in the world by Guinness World Records.

The aim of the 2015 campaign is to increase participation even further across the world with the ultimate goal of becoming the world's biggest sporting event. Any sailing clubs, community sailing programmes, sail training centres, yacht clubs, scout groups, sea cadets and even groups of sailors globally can hold a Bart's Bash race.

With an aim to make Bart's Bash the biggest sporting event in the World the team have introduced Bart's Buddies to the event. This is a great opportunity for those who already sail to introduce friends, family and work colleagues to the sport and to give them an unforgettable experience on the water.

Another exciting new concept added by the team is he Bart's Bash Buoy race. This is possibly the easiest way to get lots of people on the water and involved in the event, without the need of a set start time, start line, complex course and the full racing management ,venues can run a simple 'race' from the shore to a mark (Bart's Buoy) and back to shore.

ASSF Trustee Iain Percy OBE said "last year was an incredible event so this year we have decided to do it all over again. This time we want to get even more people on the water so we have introduced Bart's Buddies. We have all promised our friends and family to take them sailing one day so why not this day, a day where we can have fun together and remember Bart whilst doing so. Now that the sign up process is live I urge and encourage everyone to sign up to take part and be a part of this ground breaking event"

Bart's Bash is one of the valuable fund raising events for the Andrew Simpson Sailing Foundation, allowing it to facilitate a range of sustainable projects, using sailing to transform the lives of children and young people globally.

Ends -

To download a high res copy of the video-

https://filetransfer.elsinore.tv/public/6347/barts-bash-2015-040615.mov

Note to editors:

To request an interview with Tony Bishop, Bart's Bash event organiser or for further information please contact:

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The Andrew Simpson Sailing Foundation

The Andrew Simpson Sailing Foundation was founded in memory of, and inspired by, Olympic Gold medallist, sailor Andrew 'Bart' Simpson. The Founding trustees are Sir Ben Ainslie, Iain Percy OBE and Andrew's wife Leah.

The Foundation honours the life and legacy of a sailor who was passionate about encouraging and helping others fulfil their aims. It's simple objective it to "inspire the next generation" by using sailing to transform the lives of young people across the world.

Everything the Foundation does is driven by the belief that all young people have the ability to excel if they are inspired and given the chance to grow and achieve.

The Andrew Simpson Sailing Foundation offers the challenges of a sailing environment to promote health and wellbeing, and to develop personal skills that will improve a young person's ability to succeed in life.

In 2014 a global sailing event took place to raise funds for the Foundation. Bart's Bash took place on September 21st across over 50 countries. Over 30000 people took part and raised over £360,000. The event is now firmly in the global sailing calendar and will continue to raise money annually for the Foundation's work and encourage as many people on to the water at one time to enjoy the benefits of sailing.

A twice yearly grant giving process from the charity offers a wide range of support, both financial and/or practical to not for profit sailing initiatives and organisations across the world. With each project assessed against the Foundation's objectives of ensuring that every young person is given a chance to sail, and in a way which will develop them as individuals, in line with Andrew Simpson's own values and achievements.