



Media Alert Rolex Baltic Week 2009

Dear Media Representatives,

The sixth Rolex Baltic Week from 4 to 11 July 2009 will for the first time take place in Kiel-Schilksee on the Baltic coast. The organizer Kieler Yacht-Club, in cooperation with the International Star Class Yacht Racing Association ISCYRA, will be hosting the 2009 European Star Class European Championship for this event. 98 crews from all over the world have filed their entries for the open championship, including the 2008 Olympic medallists from Qingdao, China, and eleven out of the twelve best teams on the world ranking list.

Both national and international journalists are expected to visit the Rolex Baltic Week. As ALL media representatives will need an accreditation for the Rolex Baltic Week on site, we kindly ask you to complete the attached accreditation form and return it to us as soon as possible by email, fax or mail. Please note that only working media representatives will receive an accreditation for the event. Should there be any doubts regarding your accreditation, we will get in touch with you prior to the event.

We want to make sure that reporting from the event is as easy and convenient as possible for you. Please help us to plan for specific media requirements by answering a few questions.

Thanks to the support of the title sponsor Rolex, you will have the use of a professional media centre at the Rolex Baltic Week in Kiel-Schilksee, where the media representatives will be supported by a dedicated PR team. The media centre will be open from Saturday, 5 July, at 10 a.m. until Sunday, 12 July, around lunchtime. During the event, it will be open from 9 a.m. into the late evening.

The media centre will be equipped with all modern communication facilities from analogue phone and modem lines to ISDN and a high-speed network (DSL) for fast data transfer. Refreshments, coffee and lunch packs (on demand) will be offered.

The organizer will offer the use of press boats for photographers and TV camera crew in particular to enable them to follow the races from up close. Subject to availability, written press and other media representatives may also get a seat on one of the press boats. We kindly request you to make a reservation. The seats will be allocated in the media centre on the morning of each race day before leaving the dock. Lunch packs will be handed out before boarding.

The Rolex Baltic Week will be documented by a renowned photographer. Royalty-free pictures of general interest will be available to photo desks for editorial use via download from the Internet archive on www.regattanews.com



A short overview on the preliminary **program** of the 2009 Rolex Baltic Week:

Friday, 3 July

9 – 19 h Registration

Saturday, 4 July

9 – 18 h Registration and measurement

Sunday, 5 July

8.30 h Sailors' breakfast, Grand Marquee / Race Village

9 – 17 h Registration and measurement

17.30 h All boats afloat

19 h Rolex Baltic Week Opening Ceremony, Grand Marquee / Race Village

Dress code: smart casual (no shorts), by invitation only

Monday, 6 July

8.30 h Sailors' breakfast

10 h Skippers' briefing, Grand Marquee / Race Village

12 h First warning signal

after racing Barbecue and refreshments, Race Village

Tuesday, 7 July

8.30 h Sailors' breakfast

12 h First warning signal

after racing Barbecue and refreshments, Race Village

Wednesday, 8 July

8.30 h Sailors' breakfast

12 h First warning signal

19.30 h Mid-Series Prize-giving and Rolex Baltic Week Dinner,
Grand Marquee / Race Village

Dress code: smart casual (no shorts), by invitation only

Thursday, 9 July

Reserve day
9 – 20 h Rolex Baltic Week Grand Marquee / Race Village open
Lunch available

Friday, 10 July

8.30 h Sailors' breakfast

12 h First warning signal

after racing Barbecue and refreshments, Race Village

Saturday, 11 July

8 h Sailors' breakfast

11 h First warning signal

14 h Latest possible warning signal

after racing Rolex Baltic Week Prize-giving, Grand Marquee / Race Village

Dress code: casual, by invitation only



Event location:

The 2009 Rolex Baltic Week will take place in the Olympic Marina of Kiel-Schilksee. The mail address (also for GPS car navigation systems) is "Soling 22, 24159 Kiel".

Directions by car:

From the south: Leave the A7 Autobahn (Hamburg–Flensburg) at junction "Bordesholm", turn right onto A215 Autobahn (direction "Kiel"). Leave the A215 after approximately 20 km at the first exit marked "Kiel-Mitte" (direction Eckernfoerde/"Olympiazentrum"). Follow the "B76/Olof-Palme-Damm" towards "Olympiazentrum" for about 10.5 km before taking right lane when the two-lane road (B503) splits. Turn right at the junction after approximately 200m into the "Foerdestrasse". Follow "Foerdestrasse" for approximately 5 km before turning right into "Soling". Follow "Soling" for about 250m into the harbour area.

From the north: Leave the A7 (Flensburg–Hamburg) at junction "Rendsburg" onto A210 Autobahn (direction "Kiel"). Leave the A210 after approximately 20 km at "Kiel-West" turning onto the A215 (direction "Kiel-Zentrum"). Leave the A215 after approximately 3 km at the first exit marked "Kiel-Mitte" (direction "Olympiazentrum"). Follow the remaining directions as above.

Accreditations:

You will need an accreditation to get close to the action in Kiel-Schilksee – i. e. to get access to the relevant docks, the media centre and other parts of the event area. Please fill in the following accreditation form and return it to us by Email, fax or mail asap.

Your personally assigned accreditation pass will be handed out to you in the media centre from Saturday, 4 July onwards. Please show your valid press card or written commission note from an editor's office. Please note that there may be some waiting time if you need to be issued a day pass in case you have for some reason not been able to get an accreditation in the way described above.

Media contact:

Andreas Kling (Press Officer)

andreas@regattanews.com

M: +49/172/257-8817

Direct land line numbers of the media centre at the Rolex Baltic Week will be published as soon as possible at the start of the event. For more information please see the event website on www.rolex-baltic-week.com and www.regattanews.com.

We are looking forward to meeting you in Kiel-Schilksee!

Andreas Kling

PR Consultant



Rolex Baltic Week

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Germany

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By Email: andreas@regattanews.com

ACCREDITATION FORM

I am planning to report from on site about the Rolex Baltic Week on

(please mark the relevant days)

- Saturday (4 July), only registration and training
- Sunday (5 July), measurement, training and opening ceremony (19 h)
- Monday (6 July), first start at 12 h (noon)
- Tuesday, (7 July), first start of second race day at 12 h
- Wednesday (8 July), first start of the third race day at 12 h
- Thursday (9 July), reserve day
- Friday (10 July), first start of the fourth race day at 12 h
- Saturday (11 July), first start of the last race day at 11 h,
prize-giving after the races are finished
- Saturday, (12 July), wrap-up reporting

I am

- written press (radio, print media, Internet etc.)
- photographer
- TV journalist with camera crew



I would like to follow the Rolex Baltic Week races

- () from on shore in the media centre and Race Village
- () from a press boat (limited number of seats available)

In the media centre, I will use

- () telephone
- () ISDN lines
- () LAN (technical support available on request)

Title?: _____

Department: _____

Journalist: _____
(first and family name)

Street: _____ Post code/Home town: _____

Phone: _____ Fax: _____

Mobile: _____ Email: _____

Website: _____