

January 19, 2013 – For Immediate Release

A Word of Thanks to Race Week's Sponsors

Key West, Fla – The 26th edition of "Key West Race Week" is ready to begin and there's no better way to start than by acknowledging and thanking the sponsors. Key West sponsors have always been one of race week's critical success factors. Premiere Racing would like to take this opportunity to highlight their loyalty and support.

Title Sponsor **Quantum Sail Design Group**, the Official Sailmaker, leads a prestigious roster that includes Day Sponsors **Lewmar / Navtec**, Official Marine Hardware, **Mount Gay® Rum**, Official Rum, and **Nautica Watches**, Official Timekeeper. The Supporting Sponsors are **B&G**, Official Marine Electronics, **Gill** Official Technical Gear, and **Marlow Ropes**, Official Rope.

"We had such a great event last year, we felt pretty confident by the end of the regatta that we'd be back. The Premiere Racing crew is tops when it comes to race management and it's a pleasure to work with them on this event," said Ed Reynolds, managing director of Quantum. "We have more boats coming this year, which is an indication that the sailing community still loves Key West. We've been working hard to build on the success of last year and from all indications it's going to be another great week."

"Quantum's enthusiasm is energizing and the working relationship has been a good situation for Premiere Racing and for the event," said Event Director Peter Craig. "Having a company that is intimate with the sport in the title position is a first for us. While our Industry Partners have always been involved, we're very pleased that Quantum is playing an active role and enabling us to keep this regatta on the calendar."

Nautica Watches has been Race Week's Official Timekeeper since 2003. Their representatives will be on site to present their fashion sport line of timepieces. Series, Boat of the Day and Week winners receive watches, as well as the class winners on *Nautica Watches Day*.

Day Sponsor **Lewmar / Navtec**, a distinguished leader in the performance sailing industry, is known and respected by boat builders and yacht owners the world over. Lewmar craftsmanship, reliability, innovation and commitment to supporting the marine industry have made their name synonymous with consistent quality. Lewmar has been a sponsor for 14 years. Lewmar / Navtec Day winners and Boat of the Day winners will be presented with the very popular One Touch winch handles.

Mount Gay® Rum - The Rum That Invented Rum – is the finest and the oldest rum Brand in existence. This award winning rum has been produced on Barbados with passion and unparalleled excellence since 1703.

"There is no better way to start the regatta season than experiencing the thrill of Key West Race week with a Mount Gay Rum cocktail," says Glen Tibbits, Vice President Marketing, Mount Gay Rum. "We are honored to begin our 26th year of partnership in Key West, celebrating camaraderie, sportsmanship and the sport of sailing. Mount Gay Rum is grateful to the sailing community for its continued loyalty throughout the years."

This is the ninth year that **B&G** has participated at the Supporting Sponsor level. For years, B&G has been the marine electronics brand of choice among top sailors and yachtsmen, And with good reason. With a 50-year reputation of helping to set records in the world's toughest events, B&G is trusted for absolute accuracy and unequalled reliability.

Marlow Ropes is back for its fifth year as a supporting sponsor. The Marlow brand has earned an outstanding reputation based on products tried and tested in the world's harshest

environments by elite performance partners. Marlow is one of the only global names in yachting rope with distributors in every continent around the globe. Marlow is distributed in the US by Bainbridge International Inc. The Industry Partner Boat of the Day will receive the Marlow Trophy.

Gill, the Official Technical Gear, has been a long-time Industry Partner and event supporter. This is their second year as a supporting sponsor. Representatives will be on site and special event gear from their line of high quality products is available for purchase on site and through their website.

Quantum Key West 2013 is also supported by **The Florida Keys & Key West Tourism Council**, which recognizes the importance of having a world-class, international regatta in Key West every year. The City of Key West and the Key West business community also play an important, long-term role in race week's success. The **Ocean Key Resort and Spa** is the Official Hotel. **Sapporo USA** is the Official Beer Supplier and **Regatta Ginger Beer** is the Official Ginger Beer.

"We are very grateful to our loyal race week sponsors and industry partners. They all present high quality products and exemplify the best in business practices and customer satisfaction," said Craig. "We encourage all racing sailors to show their appreciation and patronize these outstanding companies that participate in our sport and provide vital support to events."

24 Industry Partners bring their support through a program that is now in its 12th year. *Quantum Key West 2013* is a US SAILING sanctioned event.

The racing will be conducted under permit in the Florida Keys National Marine Sanctuary. The sanctuary protects 2,900 square nautical miles of critical marine habitat, including coral reef, hard bottom, seagrass meadow, mangrove communities and sand flats.

Entries, results and exciting new daily coverage: www.Premiere-Racing.com



About Quantum Sail Design Group

Founded by a group of independent, experienced sailmakers who shared a common vision, the Quantum Sail Design Group has been dedicated to overcoming the trend towards mass-marketing and mediocrity in the sailmaking industry. The company is known for its winning sail designs in dozens of classes from dinghies to super yachts and its high-performance FusionM® sails.

Quantum has more than 60 sales and service outlets throughout the world, with European headquarters in Barcelona, Spain, and corporate offices in Traverse City, Michigan.

www.QuantumSails.com

For more information on Premiere Racing, Quantum Key West 2013, and its Sponsors and Partners:

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