

TALISKER™
WHISKY

ATLANTIC
CHALLENGE

RACE REPORT



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2021/2022

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RACE ORGANISERS

ORGANIZED BY
**ATLANTIC
CAMPAIGNS**

TITLE SPONSOR

ESTD 1830
TALISKERTM
MADE BY THE SEA

REPORT & ANALYTICS

PRECIOUS

Official Race Photographers: Ben Duffy, Penny Bird and Robin Skjoldborg

The purpose of the Race Report is to give an overview of the Talisker Whisky Atlantic Challenge and showcase its audience reach and impact for new and existing stakeholders.

Specifically, the report has been created to help the participating teams explain the race to sponsors and other relevant parties.

Data detailed in this report was collected between December 2021 and May 2022.

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Editor In-Chief: Mohammad Al-Natour

THE RACE

TALISKER WHISKY ATLANTIC CHALLENGE

The premier event in ocean rowing - a challenge that takes rowers more than 3000 miles west from San Sebastian in La Gomera, Canary Islands to Nelson's Dockyard in English Harbour, Antigua & Barbuda. The annual race begins in early December, with up to 40 teams participating from around the world.

The Talisker Whisky Atlantic Challenge brings together teams from all walks of life, united by the same objective - to take on the unique challenge of crossing an ocean in a rowing boat.

The atmosphere is electric as the teams help each other prepare for the challenge of the mighty Atlantic Ocean. The race creates strong friendships and competitiveness gives way to camaraderie as months of planning turn into reality at the start line in La Gomera.

At sea, the teams battle with sleep deprivation, salt sores and the physical extremes that the row inflicts. Rowers are left with their own thoughts, the vast expanse of the ocean and the job of getting the boat to safety on the other side. The race offers a different experience to all involved.

Upon finishing, rowers join a small community of friends that have shared the adventures of an ocean crossing. The mental and physical endurance results in a life-changing achievement that will never be forgotten.



The Talisker Whisky Atlantic Challenge 2021 Start Line

RACE ORGANISER

Atlantic Campaigns are the owners and organisers of the Atlantic and Pacific Challenges. The company's staff have over 50 years of ocean rowing experience, which is combined with a deep dedication to, and passion for the sport of Ocean Rowing.

Atlantic Campaigns see the races as a platforms to nurture and create future greatness. The characters that take part often become role models for ocean rowing and sometimes even mentors for future teams.

Atlantic Campaigns' main concern is always safety, but the rowers' success and fulfilment of their dreams is their primary goal. The company prides itself on being there from start to finish and beyond.

"As Race Director and CEO of Atlantic Campaigns it has once again been my pleasure to see watch the fleet of 2021 assemble at the start line in La Gomera, with 35 out of 36 teams making it safely to Antigua. The faces we welcomed into Antigua are the same faces we waved goodbye to in La Gomera, but the stories in the eyes of each individual as they step on land speak loudly and each and every year it is incredible to witness.

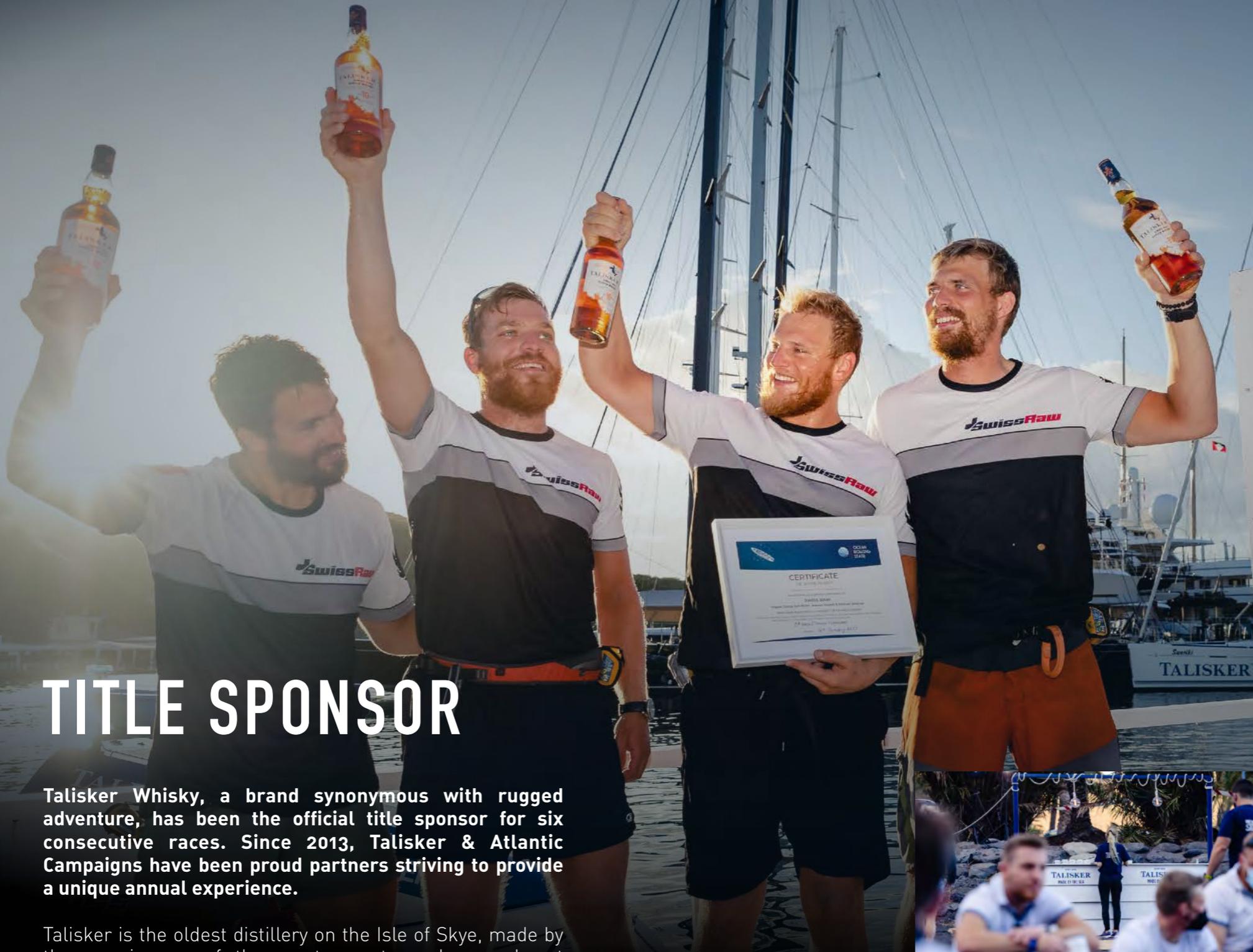
After an intense 2 years, the 2021 fleet have delivered a message of hope and courage to the recovering world through the lense of the race - they have shown determination and courage by proving to their sponsors, supporters, charities and families that achieving your dreams is still very much possible.

With the tight knit community of the 2021 fleet came incredible experiences and shared moments, including bizarre sea states, frustrating weather conditions, and magical wildlife sightings, as well as over €3m being raised for charities worldwide.

Community, family and hope sums up our 2021 race and participants!"

CARSTEN HERON OLSEN, CEO ATLANTIC CAMPAIGNS





TITLE SPONSOR

Talisker Whisky, a brand synonymous with rugged adventure, has been the official title sponsor for six consecutive races. Since 2013, Talisker & Atlantic Campaigns have been proud partners striving to provide a unique annual experience.

Talisker is the oldest distillery on the Isle of Skye, made by the sea in one of the most remote and rugged, yet beautiful, landscapes in Scotland.



Talisker Whisky celebrated the 2021 fleet and their love of adventure and the ocean at the Talisker Whisky Wilderness Bar, a reception on the beach where they enjoyed Talisker drinks and each other's company by the fire before departing for the adventure of a lifetime - in compliance with all health & safety measures.

TESTIMONIALS

“It’s no exaggeration to say that taking part in the Talisker Whisky Atlantic Challenge was one of the best experiences of my life. I came late to the crew, The Mothership, close to the deadline, but Atlantic Campaigns did everything they could to ensure that I could complete all my courses and hours, and gave me lots of support when I really wasn’t sure what I was doing!

When you’re setting off on something so life-changing and unimaginable, it’s wonderful to have such a solid support crew behind you. We had lots of problems in the run-up with illness and boat issues, and we all felt that Nikki, Fraser, Ian, Ros and everyone at AC were willing us on, and helping us get to the start line. Then once you’re out there, braving the unknown, it’s such a relief to know that someone is on the end of the phone in an emergency. When we were faced with a ship coming straight towards us, but not showing up on our AIS, Fraser reminded us the procedure was to radio “Unknown vessel” - and to our relief, the Spanish navy warship, which was the mystery boat tracking us through the night, replied!

Later on, when the heat of our race with One Ocean Crew became too much for me, I broke down in tears to Ian. He reminded me that what we were doing was exceptional and that it was completely normal to have low moments. I can’t imagine what it would be like to cross the Atlantic on your own, without the backing of AC and the other members of the fleet. Part of the joy of it all was being part of something bigger than yourself, and to know that we weren’t alone in what we were going through. The other thing Atlantic Campaigns do so well is putting on the razzmatazz. Even though we were pipped to the Murden Trophy, I can’t imagine a better arrival than ours in Antigua. We felt on top of the world as we rowed in at sundown to be greeted by a huge crowd. There’s no doubt Carsten knows how to make everyone feel like a superhero!”

Lebby Eyres, The Mothership



“Our journey across the Atlantic started a couple of years before we got to the start line in La Gomera. The task of just getting to the start was enormous and then there was the small matter of rowing 3000miles across an ocean!

Crossing the Atlantic is by far the most physically and mentally demanding challenge I have taken part in. I will carry a full spectrum of feelings, emotions and memories with me forever, from dragging myself out of a cabin when the last thing I wanted to do was row through to watching a pod of dolphins play around the boat at sunrise. This experience taught me so much about myself and opened up opportunities that I never thought I would be part of. I have stories to share for years to come.

The team from Atlantic Campaigns were fantastic in offering support leading up to the race. Whether it was PR or admin related through to ocean safety, they were available to answer any questions and highly professional. This support didn't stop once they pushed us off the pontoon with the safety team checking in with us every couple of days and then welcoming us to Antigua in style. We were lucky enough to work the Talisker Team and charity Parley helping spread the word about the amazing work they are doing in helping preserve the oceans for future generations.”

Ed Smith, Anna Victorious

“The Atlantic Flyers are hugely indebted to Atlantic Campaigns for a truly life changing adventure. Rowing the Atlantic ocean as part of the Talisker Whisky Atlantic Challenge has created friendships and memories that will last a lifetime.

The Atlantic Campaign's family pour their hearts and souls in to making sure the journey is like no other. Their knowledge, expertise and meticulous attention ensured exceptional safety throughout; whilst their creativity and passion created a magical atmosphere for both competitors and supporters.

We're forever humbled to be veterans of the Talisker Whisky Atlantic Challenge race series; enormously proud to be members of an elite group who has conquered the greatest race of them all; and eternally grateful for the relentless support and dedication of the Atlantic Campaign's team who made this impossible dream possible.”

Phil Holdcroft, The Atlantic Flyers



HISTORY OF THE RACE



1966: Sir Chay Blyth and John Ridgway were the first pair to row across the Atlantic in the twentieth century, crossing from Cape Cod to Ireland in a time of 92 days.



2001: Now named the **Ward Evans Atlantic Rowing Race** it was once again a boat from New Zealand - 'Team Telecom Challenge' rowed by Matt Goodman and Steve Westlake - that finished first in Barbados after 42 days, 4 hours, and 3 minutes. 36 boats started the race and 33 finished.



2005: This year the **Woodvale Atlantic Rowing Race** combined with the **ORS Atlantic Rowing Regatta**. The race was now also open for other classes and therefore it was possible for Team Atlantic-4 with David Martin, Neil Wightwick, Glynn Coupland and George Simpson from the UK to step on land in the new finishing port of English Harbour in Antigua after 49 days, 14 hours, and 21 minutes. 26 boats started the race and 20 finished in Antigua. This was also the year where the double Olympic gold medallist James Cracknell and the TV presenter Ben Fogle participated, resulting in the Royal Television Society award winning programme, 'Through Hell and High Water' produced for BBC.



2009: With a delayed race start due to bad weather the race started in January 2010. Englishman Charlie Pitcher won as a solo rower on board 'JJ (Insure & Go)' after 52 days, 6 hours, and 47 minutes. This race also saw the longest solo crossing along the Atlantic route at 118 by Irishman Sean McGowan.



1896: Two Norwegian immigrants, George Harbo and Frank Samuelson became the first people ever to row across an ocean, rowing the Atlantic W-E from New York to England. Their time recorded for rowing the North Atlantic Ocean was not broken for 114 years.



1997: Inspired by his row in 1966 Sir Chay Blyth with his company 'The Challenge Business' organised the first Atlantic Race, named the **Port St. Charles Rowing Race**, starting from Playa San Juan, Tenerife and only allowing teams of pairs. The race finished in Port St. Charles, Barbados 3,000 miles away. 30 teams started and 24 teams finished. After 41 days, 2 hours, and 55 minutes 'Team Kiwi Challenge' from New Zealand with Rob Hamill and Phil Stubbs on board arrived in Barbados.



2003: Named the **Woodvale Atlantic Rowing Race** the race changed its departure port to San Sebastian de la Gomera, an island just south of Tenerife - the same port and island where Christopher Columbus started his journey towards the new world. The first boat to arrive in Port St. Charles, Barbados was 'Team Holiday Shoppe Challenge' - with the winning team once again hailing from New Zealand. James Fitzgerald and Kevin Biggar arrived after a record breaking time of 40 days, 4 hours, and 3 minutes, closely followed by 'Team CRC' who came in just 9 hours later.



2007: Once again named the **Woodvale Atlantic Rowing Race**, the race moved the start date to the now traditional month of December. After 48 days, 2 hours, and 52 minutes the British 'Team Pura Vida' represented by John Cecil-Wright, Robbie Grant, Tom Harvey & Carl Theakston victoriously stepped on land in sunny Antigua.



2011: Talisker Whisky signed their first one-year contract with previous race organisers Woodvale Challenge. The 2011 race departed with a fleet of 17 boats, including the now legendary Row2Recovery. Only 11 teams made it to the finish line in Barbados, with the winning team 'Box no 8' completing the race in 40 days, 9 hours, and 15 minutes



May 2012:

Atlantic Campaigns SL, purchase the race from previous race organisers Woodvale Challenge, starting the transformation of the race to what can be seen today!

2015:

New developments and safety procedures introduced by Atlantic Campaigns bear fruit as 26 teams leave La Gomera on December 20th in the **Talisker Whisky Atlantic Challenge** - and 26 teams arrive safely in Antigua. This was also the year where Team Ocean Reunion, consisting of Angus Collins, Gus Barton, Joe Barnett, and Jack Mayhew, set the new race record of 37 days, 9 hours, and 12 minutes. TWAC 2015 also set records the youngest (Callum Gathercole) and the oldest (Peter Smith) ocean rowers.

Atlantic Campaigns decides to run the race annually, signing a three-year title sponsorship deal with Talisker Whisky and ensuring the upcoming editions of the race will be named the **Talisker Whisky Atlantic Challenge**.



2017:

This race is remembered as one of the fastest and most changeable in history. This led to two rescues and two abandonments but also some of the most prestigious world records in history. The Four Oarsmen (UK) won the race with a time of 29 days, 13 hours, and 34 minutes and Mark Slats (NL) achieved the fastest solo crossing in history with a time of 30 days, 7 hours and 49 minutes.



2019:

The biggest fleet to date! 35 boats left La Gomera on December 12th, and 87 days later the race completed. The winners of the 2019 race were Fortitude IV. All 35 teams arrived safely into Antigua with 8 solo rowers, 6 pairs, 4 trios, 15 fours and 2 five-man teams all accounted for. Another two-year title sponsorship deal was signed between Atlantic Campaigns and Talisker Whisky, and a momentous 5 year deal was signed between Atlantic Campaigns and the Antigua & Barbuda Government



2021:

The largest fleet of ocean rowing boats to ever race across the Atlantic Ocean was a sight to behold after an unpredictable 18 months globally. The 2021 race saw 36 teams start from La Gomera and 35 successfully cross the finish line in Antigua. Incredibly flat conditions for the first 1500m of the race bought frustration's to many, however the silver lining was the unprecedented number of incredible wildlife sightings, from turtles to a pod of orca's. 5 World Records were achieved across all categories with the strongest sense and feeling of community, hope and strength among the 2021 fleet.



2013:

After purchasing the rights to the race in 2012, the 2013 edition was the first organised by Atlantic Campaigns. The race was won by Team Locura who arrived into Antigua after 41 days, 2 hours, and 38 minutes with a blue marlin beak pierced through their hull.

Virgin Atlantic signed as the Official Travel Partner of TWAC.

2 Boys in a Boat raised £360k to set a new record for the largest amount of money raised for charity in the race's history.



2016:

The new race record didn't last long as the Anglo-American Team Latitude 35, manned by Jason Caldwell, Angus Collins, Matthew Brown and Alex Simpson, took almost two days off the previous record with a winning time of 35 days, 14 hours, and 3 minutes. The first onboard Inmarsat system sends back live footage of the race in real time. Team Row 4 James raised £650k to break the record for the largest amount for money raised for charity.



2018:

A total contrast to the conditions of the previous race, this year was relatively calm and slow. There were some headwinds and times of frustrating calm. Though conditions were not as volatile as previous editions, crews had to dig deep for every mile and face the challenge of slow, hard rowing with no surfing and no significant helping conditions. World records were still achieved with the youngest ever male solo (Lukas Haitzmann), the oldest ever pair (Grandads of the Atlantic) and the fastest female pair (Whale of a Time) to name but a few.



2020:

COVID-19 brought huge global change and presented enormous challenges to crews and the race organisation. Isolation, restrictions and economic hardship meant that the fleet was only 21 boats strong and very strict health precautions were in place throughout. This year saw the youngest ever female solo rower (Jasmine Harrison) and the oldest solo (Frank Rothwell) within the race and the race was won by a pair, Row4Cancer in a record setting 32 days, 22 hours and 13 minutes. This year was a first in race history with every boat and rower making it to the finish despite an unprecedented four marlin strikes.

RACE FACTS

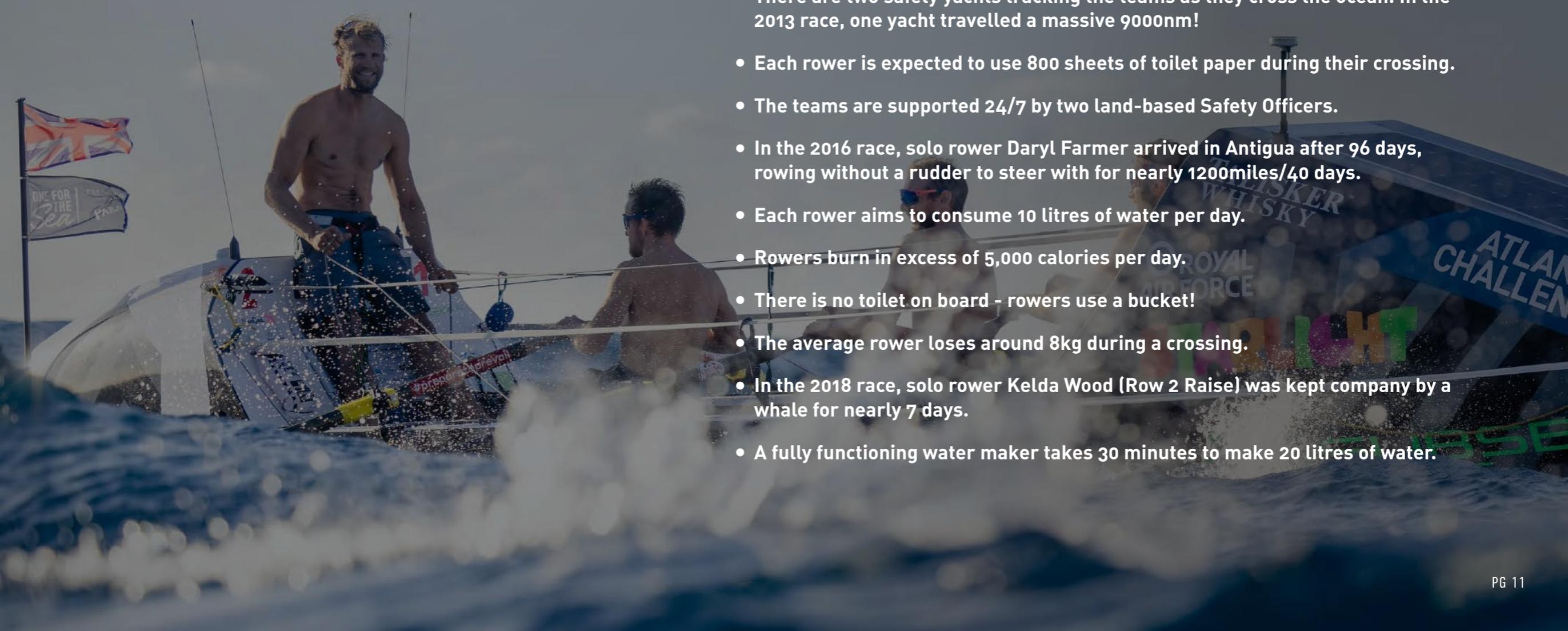


In the 2020 race, 3 boats had their hulls holed by Blue Marlin - but all three boats went on to successfully complete their crossing.



Based on the number of days required to cross, the food for a solo rower weighs in excess of 65kg, a pair 50kg, a trio 45kg and 41kg for a four.

- Each team will row in excess of 1.5 million oar strokes during a race.
- Team Fortitude IV achieved the fastest 24 hours ever with 107.45 nautical miles covered.
- Rowers will row for 2 hours, and sleep for 2 hours, constantly, 24 hours a day.
- In an average year, more people summit Mt Everest than have EVER rowed an ocean.
- Participants in the race have raised over €16 million for charities worldwide over the last six races.
- At its deepest, the Atlantic Ocean is 8.5km / 5.28 miles deep.
- The waves that the rowers experience can measure up to 20ft high.
- There are two safety yachts tracking the teams as they cross the ocean. In the 2013 race, one yacht travelled a massive 9000nm!
- Each rower is expected to use 800 sheets of toilet paper during their crossing.
- The teams are supported 24/7 by two land-based Safety Officers.
- In the 2016 race, solo rower Daryl Farmer arrived in Antigua after 96 days, rowing without a rudder to steer with for nearly 1200miles/40 days.
- Each rower aims to consume 10 litres of water per day.
- Rowers burn in excess of 5,000 calories per day.
- There is no toilet on board - rowers use a bucket!
- The average rower loses around 8kg during a crossing.
- In the 2018 race, solo rower Kelda Wood (Row 2 Raise) was kept company by a whale for nearly 7 days.
- A fully functioning water maker takes 30 minutes to make 20 litres of water.



THE TROPHIES

The intrepid teams who take part in the Talisker Whisky Atlantic Challenge are all rowing for many different and varying reasons. Some to complete, some to compete. The 2020 race saw the launch and culmination of a full bank of trophies celebrating our three main classes; The Open Class, The Race Class and The Female Class

The Skye Trophy:

The incredible backdrop and home of the Talisker Whisky distillery is the Isle of Skye, in the Scottish island archipelago of the Inner Hebrides. The Isle of Skye bears much resemblance to our race start island of La Gomera in The Canary Islands - it's a perfect match and worthy of ensuring the recognition of the island extends through the race. Skye is also the name of one of our Support Yachts!

The MacAskill Trophy:

The MacAskill trophy is named after the MacAskill brothers who in 1880 rowed from the Isle of Eigg in Scotland (UK) to the Isle of Skye in a small rowing boat and founded the Talisker Whisky distillery. The brothers show of bravery and determination to combine the oceans and her elements with the creation of Talisker Whisky is an echo and replica of the connection between our teams and the Atlantic Ocean.

The Murden Trophy:

The Murden Trophy is named after the incredible Tori Murden. Tori was the first female to row an ocean solo. The footprints she left in the sport has inspired many and are now being replicated by more and more female teams who enter the sport each year. The Murden Trophy is in thanks to Tori for continuing to open up the sport to females, and also a dedication for all those following in her wake.



BRANDING



BOAT BRANDING

The rowing boat is the ultimate blank canvas - a floating billboard that will be shown around the world.

Preparing to row the Atlantic Ocean takes time, training and money. On average, the rowers need to raise between €90,000 - €120,000 per campaign in order to get to the start line.

The Talisker Whisky Atlantic Challenge offers potential sponsors, brands and ambassadors the opportunity to raise the profile and brand perception of their company on a national and international scale.

Sponsoring a team's challenge gives companies and brands the opportunity to align with a project that not only represents the core values of their business, but also gives access to a potential audience of more than 3 billion people worldwide.





The Talisker Whisky Atlantic Challenge attracts rowers from across the globe - all of whom are united by the challenge of crossing an ocean.

To date, teams have hailed from: UK, Germany, Ireland, the USA, Canada, South Africa, Spain, Romania, Norway, Sweden, Australia, New Zealand, China, Finland, Netherlands, Italy, Switzerland, Wales, Scotland, Northern Ireland, Egypt, Ukraine, Uruguay and Antigua. Each team draws significant fan and media attention in their home country. The Talisker Whisky Atlantic Challenge is the key international event in ocean rowing.



BOAT CLASSES

The Talisker Whisky Atlantic Challenge 2021 comprises of three classes:

Open Class

- R15
- Spindrift
- Ocean 2/3
- Sea Sabre
- Woodvale/Rossiters Fours

Race Class

- R45
- R25 pairs
- R10 solo
- R25 solo

Female Class

- All teams with all female crew members

*Fastest crossing time achieved by specific design



R45

TWAC 2017 - The Four Oarsmen

*29 days, 13 hours, 34 minutes



R25

TWAC 2019 - Resilient:X

*37 days, 7 hrs, 44 min



R15

TWAC 2017 - Row 4 Cancer

*30 days, 7 hours, 49 minutes



Spindrift

TWAC 2019 - Fight Oar Die

*50 days, 11 hrs, 35 min



Ocean 2+3

TWAC 2017 - Oarsome Buoys

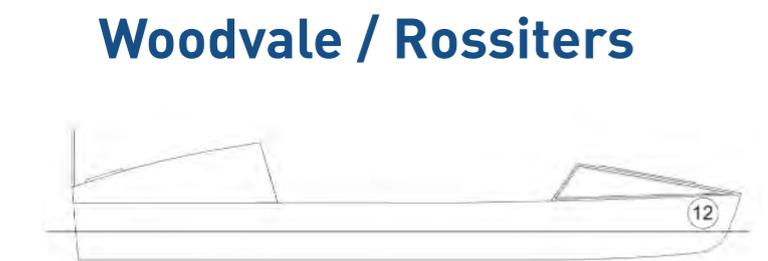
*44 days, 13 hours, 43 minutes



SeaSabre

TWAC 2017 - Atlantic Ladies

*60 days, 18 hours, 34 minutes



Woodvale / Rossiters

TWAC 2017 - Atlantic Four

*38 days, 14 hours, 32 minutes



Adkin

TWAC 2015 - Atlantic Drifters

*43 days, 16 hours, 18 minutes

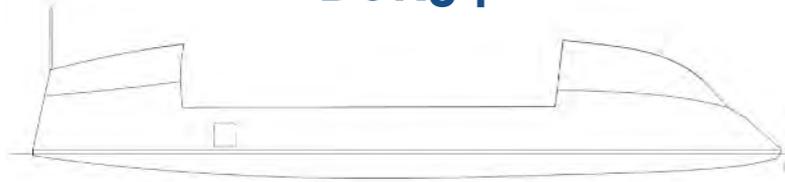


DOR12

TWAC 2020 - Row4Cancer

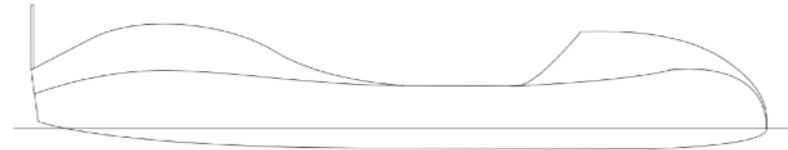
*32 days, 22 hours, 13 mins

DOR34



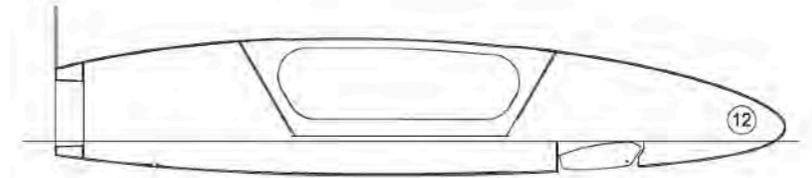
TWAC 2021 – Helvetic Waves
*40 days, 13 hours, 5 mins.

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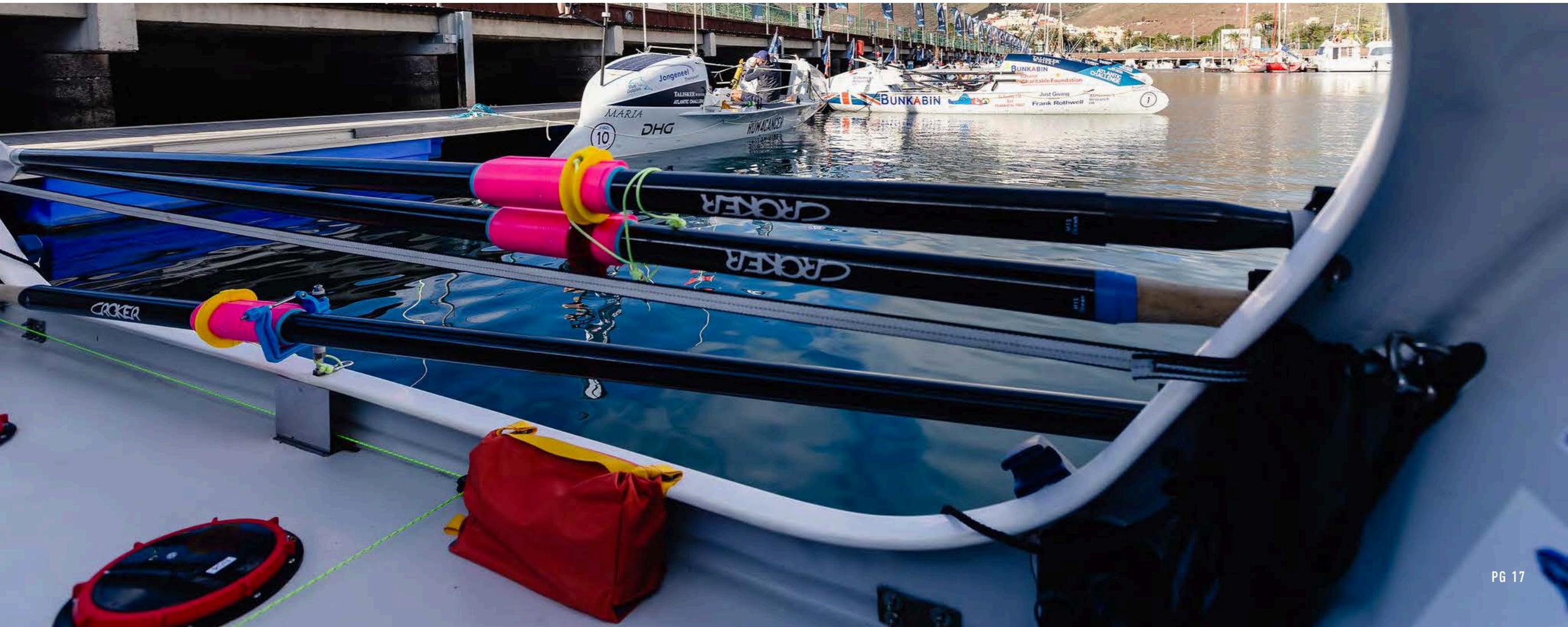


TWAC 2019 - Van Durme Brothers
*39 days, 21 hrs, 2 min

LB4



TWAC 2020 - Melokuhle
*56 days, 3 hours, 29 mins



MEDIA



OFFICIAL RACE CONTENT

CONTENT FACTORY

The Talisker Whisky Atlantic Challenge employs a dedicated media team which seeks to maximise press coverage and media exposure around the world.

Professional film crews and photographers attend both the race start and each finish line event to capture visual assets that are distributed around the world. Press releases and video news reels (VNRs) are produced for each team, always ensuring that there is a steady stream of content available for global media.

