



Press Release - July 2011

A SPECTACLE OF SAIL:

ALL HANDS ON DECK FOR HENRI LLOYD FALMOUTH WEEK 2011

From racing yachts and catamarans to working boats and traditional schooners, more than four hundred types of watercraft will take to the riverways and ocean waves that surround the bustling South Cornish port town of Falmouth between August 6th and August 14th. Henri Lloyd Falmouth Week (www.falmouthweek.co.uk) is the **largest mainland port regatta in the UK** and features a packed schedule of action and entertainment both on and off the water including live music (headlined this year by UK rapper Tinchy Stryder), a Red Arrows display, fancy dress carnival, Caribbean night, bike stunt display from the Animal Team and fireworks finale.

Overlooking the third deepest natural harbour in the world and surrounded by the picturesque beauty of the Carrick Roads waterways, Roseland Peninsula and South Cornish coastline, Falmouth's amphitheatre-like setting is the ideal locale for visitors to enjoy the spectacle. Starting with the Hayes Parsons Falmouth Classics event - an all-inclusive celebration of sail and seamanship in which an eclectic range of more than 150 types of boat are put to the test - the week continues with racing events for a diverse spread of boat classes, ranging from humble dinghies to lavish multi-hull yachts. Dating back to the 1850s, the annual Golder Associates Champagne Day pits keel boats up against each other in a lengthy race in which, as tradition dictates, a bottle of bubbly is presented to the winners. Elsewhere, both novice and experienced sailors can enjoy racing in the waters that have been a proving ground for renowned world record-breaking talents such as Dame Ellen MacArthur, Robin Knox Johnston and Olympian Ben Ainslie.

For 'landlubbers', Henri Lloyd Falmouth Week has plenty to offer, kick-starting with a fun-packed carnival that winds its way throughout the length of the town. In addition to the live music, displays and party nights, this year will also see the addition of 'Paint It Red' - a live 'art on the street' event that will take place along Falmouth's characterful High Street. Meanwhile, on nearby Gyllyngvase Beach the 800m Trident Sea Swim Challenge will be held on Saturday 6th August against the backdrop of Falmouth's magnificent Pendennis Castle.

“Henri Lloyd Falmouth Week is always a great event,” says Falmouth Business Improvement District (BID) Manager Richard Wilcox. “The racing is fantastic and it’s an amazing sight to witness all of the different types of boat gathered together in one place. There is a real feel-good party atmosphere in the town at this time of year and a huge range of events for people to enjoy. We’re particularly looking forward to welcoming the Animal Bike Display Team who will be with us in the town centre on Wednesday 11th August and also to seeing what the Red Arrows and the firework display organisers have got up their sleeves this year. I would encourage everyone to come along and enjoy the excitement -it doesn’t matter if you’re a sailing fan or not, Falmouth Week really does have something for everyone.”

Richard Gates Town Manager and Chairman of the Henri Lloyd Falmouth Week shore-side committee added:

“It is really important that Henri Lloyd Falmouth Week is a community event and everyone is involved with the planning and implementation work towards it. There’s something for all ages with a large variety of events either to participate in, or enjoy as a spectator either on or off the water.”

Steve Nicholls Chairman Port of Falmouth Sailing Association (POFSA):

“The seven yacht clubs who organise Henri Lloyd Falmouth Week are working hard to provide the best racing possible for the smallest to largest sailing craft and make the week fun for all who take part”.

For a full programme of events: www.falmouthweek.co.uk

For the official destination website for Falmouth: www.falmouth.co.uk

Ends

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Falmouth BID

The Falmouth Business Improvement District (BID) is a not-for-profit company that is charged with delivering a number of unique projects that aim to improve the trading environment of Falmouth.

A Business Improvement District (BID) is a flexible funding mechanism that improves and manages a clearly defined commercial area. It is based on the

principle of an additional levy on all defined ratepayers, following a majority vote. Following a successful vote, the levy becomes mandatory for all defined ratepayers.

All local businesses now pay an annual levy of 1% of their rateable value, which gives a figure of £100k per year for five years to fund activity designed to increase footfall in the town, with a particular focus on marketing activity. Richard Wilcox is the BID Manager who oversees and drives forward the programme along with a Board of Volunteer Directors:

For more information about the Falmouth BID visit www.falmouth.co.uk/media