



Press Release
15 June 2017
 For immediate release

35th America's Cup: O'pen BIC ultimate challenge in Bermuda

The 35th America's Cup match is now set between Emirates Team New Zealand who will challenge Oracle Team USA. While the Challenger and Defender Teams are preparing themselves for the ultimate sailing contest, 32 youngsters, representing 10 countries, are also in Bermuda to be part of something very special, competing in their very own O'pen BIC ultimate challenge, sailing the very same water as the big AC 50's. As the drama builds for the 35th America's Cup, from the 15th to 18th June, the O'pen BIC fleet will make its entrance for 3 days of what should be some unforgettable racing for these young upcoming sailors, all aged 15 or less.

Why O'pen BIC at this year's America's Cup? Cast your minds back 2 years, when the organizers launched their very ambitious educational and sailing programme for young Bermudans – the AC Endeavour program (see below for more details) – aimed at leaving behind a lasting sailing heritage for these and future young Bermudan hopefuls.

The Endeavour educational program will reach a pinnacle at the end of this week, coinciding with all the activities surrounding the 35th America's Cup match. Six local junior sailors (3 boys & 3 girls) directly from the Endeavour Program in Bermuda have

qualified for the AC35 Endeavour Open event running from the 15th to 18th of June. They will join an additional 26 youngsters from 9 additional countries, who have qualified in national selection events during the 2016 - 2017 sailing seasons.

On the menu for these three days of racing is one of the now celebrated "UN REGATTAS" contests with its innovative race concepts, on the 15th, 16th and 17th of June. And on the final race day, the young racers will take centre stage, their final round taking place as the live America's Cup Half Time Show, on the same stretch of water and in between races 1 and 2 of the America's Cup Finals on June 17th. An amazing prospect for these young sailors and for the thousands of spectators expected to cram the waterfront in the America's Cup Village, and surrounding shoreline to witness the action, as well as the televised coverage which will be broadcast in over 200 countries and territories around the world.

To bring the whole event to a fitting close, on the 18th of June there will be a free-style "Expression Session" which shows the true spirit of the O'pen BIC. Plus, as evidence of the true modern sailing philosophy behind the O'pen BIC, a spectacular demo of the foiling version O'pen BICs is scheduled right in front of the AC Village as well! See teaser video of the foiling O'pen BIC <https://youtu.be/qqk5OnHvdu8>

To follow the O'pen BIC event in Bermuda, stay connected to our Facebook and Instagram pages, or get all information on the event website:

Action photos: http://medias.bicsport.com/Photos/Open-BIC_AmericasCUP_2017

O'pen BIC Challenge - Video Teaser: <https://youtu.be/-eKAXmNT3yw>

Instagram: <http://bit.ly/sailopenbic>

Facebook: <http://bit.ly/openbicsocial>

Event web site: <http://ac35endeavouropen.com/>

For local TV access in your region, please refer to:

<https://www.americascup.com/en/where-to-watch.html>



More information about the America's Cup Endeavour program:

The America's Cup committee has called on some of the biggest names in the sailing industry to help create an educational programme for aspiring young sailors – the AC Endeavour program – with the aim of leaving behind a genuine sporting heritage in Bermuda after the America's Cup event.

To achieve their objective, the organisers have identified three key elements of activity:

1/ First, and most important: education. The America's Cup Endeavour program will enable Bermudan youngsters to learn to sail through and alongside a comprehensive, targeted STEAM (science, technology, engineering, art and math) educational program. Concurrently, they will have the opportunity to learn to sail on 4 different boats: Hobie Wave, RS Feva, O'pen BIC and Optimist.

2/ Giving Bermudan children in the 9 - 12 age demographic the experience of sailing, and helping them develop an appreciation of the marine environment. They will have full access to and benefit of the super high-tech base of ORACLE TEAM USA. For any local youngsters wishing to carry on sailing afterwards, commitments have been made by existing local sailing clubs to ensure their future access to facilities. Exchange trips have been organized and young Bermudans have recently travelled abroad to race against youngsters from other countries which already have established, recognised competition structures.

3/ Providing those young sailors access to official, organised training sessions with ORACLE TEAM USA – which only the very best young American sailors are invited to join every year.

BIC Sport is one of the program's business partners. The full list of partners is: North Sails, Hobie Cat, BIC Sport, RS Sailing, Harken, Dynamic Dollies, Versadock, Magic Marine, VSR, Blokart.

Running parallel to the educational program is the international sporting program, which is very much the focus and high point of the entire project (see above).

