



## Shackles and Cotterpins

June 17, 2006

### Two Weeks To Go.....

With just a little more than two weeks to go before the race, there is plenty of action among the Vic-Maui community.

First – as a final minute reminder - the race takes place on the July 3<sup>rd</sup> which is a **long weekend**. This means you need to consider the challenges of holiday traffic, ferry reservations, hotels and other things that might have to be booked well in advance.

There are 17 boats and their skippers and crew getting ready for the 20<sup>th</sup> Vic-Maui Yacht Race. And while much of the focus appears to be around the start and sending these men and women off in style – we forget that there will be many entertaining stories to be told during the 2,300 nautical miles of sailing.

To capture these stories – the Vic-Maui Committee is taking a varied approach to promoting our race, the boats, and our sponsors who make the race possible. In addition to our media relations efforts that will hopefully result in some support before and during the race, we are excited to be working with News 1130 again this year. In addition to what we will release to media and on our website, the Vic Maui Committee will be working closely with CKWX News 1130 to provide “up to the moment” race reporting that will be broadcasted daily at 1706 each day. This is an exciting opportunity for the race and will also result in some additional exposure for our event and our sponsors. So – starting July 3 - make sure you tune into **CKNW News 1130 each day** at 5:06pm to hear what’s happening!

In addition to the race reports before the race – the Committee and News 1130 have designed a Vic-Maui contest. Check out **www.news1130.com** for contest details which include two nights at the **Grand Pacific Hotel**, return flights on **Helijet** and a chance to go out on a VIP boat to see the race start. Enter the contest today and be sure to tell your friends and family.

Finally – to capture the excitement of the race, the Vic Maui Committee is coordinating a contest for the 17 boats participating in the race. Photos, videos, e-mail logs/blogs, websites are all part of how boats try to capture the experience. The Vic-Maui Committee will award prizes for the following:

- Best video for Vic-Maui 2006
- Best photo for Vic-Maui 2006
- Best “Colour” (boat log, e-mail submissions, blogs) for Vic-Maui 2006

Be sure to send us your “colour” via e-mail to the committee.

### VicMaui Sponsors:

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Reboot Consulting  
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