



For Immediate Release

## The Atlantic Cup Presented by 11th Hour Racing Announces Green Initiatives for all Three Legs of its Upcoming Class 40 Race

**11<sup>th</sup> Hour Racing, Green Mountain Energy and Manuka Sports Event Management partner to create first carbon neutral sailing race in the United States**

April 19, 2012 – Newport, R.I. With less than a month until the start of the second annual [2012 Atlantic Cup presented by 11<sup>th</sup> Hour Racing](#), Manuka Sports Event Management, is pleased to announce their ecological plans to run the first carbon neutral sailing race in the United States during its three legs of competition; Charleston, S.C. (May 11) to New York Harbor (May 14-19) to Newport, R.I. (May 26-27). The Atlantic Cup's carbon neutrality initiatives will be supported by [Green Mountain Energy Company](#), the nation's longest serving green power retailer. The race features an international fleet of 13 competitors, with teams from France, England, United States and Germany all slated to be on the start line for what will be the largest fleet of Class 40s ever to race in the United States.

The 2012 Atlantic Cup carbon footprint will be calculated prior to the race start by Green Mountain. Based on these calculations and a post-race assessment, carbon offsets and renewable energy certificates (RECs) will be retired in order to offset emissions associated with the event, such as staff air travel, ground and water transportation, staff hotel stays, and event electricity usage.

"It's been a challenging endeavor to organize and run a carbon neutral sailing race, and it's possible in large part to the continued support and guidance from 11th Hour Racing and partnership with Green Mountain, said **Hugh Piggini, Manuka Sports Event Management Founder and Atlantic Cup Race Director**. "As sailors, we are all intimately involved with the oceans and environment and it is our goal as organizers of a major U.S. sailing event to set forth a good example to the wider sailing community in the hopes that more events will follow in our footsteps."

"We are excited to work with Manuka. The Atlantic Cup represents *the* model for sailing events to come: focusing on the adventure and skill of the sailors and their interaction with the waters they sail in, and making smart choices for the Oceans that are smart on the race course," said **Jeremy Pochman, Director of 11<sup>th</sup> Hour Racing**.

"The Atlantic Cup and Green Mountain share a common appreciation for the power of wind and commitment to innovation and sustainability. The dedication to environmental stewardship from Manuka Sports Management and 11<sup>th</sup> Hour Racing has raised the bar for regattas and events in general," said **Scott Hart, president of Commercial Solutions, Green Mountain**.

**The Atlantic Cup's Green Initiatives, which includes for the second year in a row, being a certified Gold Level Clean Regatta through the Sailors for the Sea Clean Regattas Program, can be found at <http://atlanticcup.org/green-initiatives/> and include:**

### Atlantic Cup Off-Shore Commitments:

- Teams will use at least one alternative fuel source to charge batteries to power all the on-board electronics while offshore: eg., fuel cells, solar panels and/or hydro-generator.
- Some fuel is needed to run the engine, getting to and from the docks, and [Newport Biodiesel](#) will provide biofuel for the fleet to use in their engines.
- The Atlantic Cup is a plastic water bottle free event. All teams will use water from their water tanks and reusable canteens.
- All teams will recycle any waste from the offshore and inshore portions of the race.
- All teams will use only environmentally friendly cleaning products to wash down and clean their boat.

### Atlantic Cup On-Shore Commitments:



- The 2012 Atlantic Cup carbon footprint will be calculated prior to the race start. Based on these calculations and a post-race assessment, carbon offsets and renewable energy certificates will be purchased and retired with support from [Green Mountain](#).
- 100% post-consumer recycled paper has/and will be used in the Manuka Sports Event Management offices and all event packets, tickets and handouts.
- [Zip 2 Water](#) will provide an onsite water filling station in each city for teams and guests to fill their canteens. No plastic water bottles will be sold or available.
- Recycling stations will be set up in all three marinas and at all hospitality parties. Only glassware or biodegradable plastic will be used at hospitality events.
- Local area students will attend an educational workshop to meet the teams, tour the boats and to learn about how making small differences in our everyday lives contributes to a greener healthier planet for everyone.

#### **Competition Schedule:**

- **May 11** - Depart Charleston, South Carolina, for double-handed (two people on board) 645 nautical miles from Charleston to New York Harbor, New York around the challenging Cape Hatteras
- **May 18** - Compete in a one day Pro-Am race in New York Harbor
- **May 19** - Depart New York Harbor with double-handed 260 nautical miles from New York to Newport
- **May 26** - Two days inshore fully crewed (six people on board) buoy racing held over the weekend of May 26 in Newport, RI
- **May 27** - Event finish - party and award presentation at Newport Shipyard

#### **Teams that have announced their entry into The Atlantic Cup include:**

<b>#30 – Initiatives – GBR</b>	Emma Creighton and Jorge Madden
<b>#54 - Dragon – USA</b>	Michael Hennessy, Merf Owen (Leg 1) & Chris Museler (Leg 2)
<b>#73 - Toothface – USA</b>	Mike Dreese and Ken Luczynski
<b>#85 - Groupe Picoty – FRA</b>	Jacques Fournier and Jean Christophe “JC” Caso
<b>#90 - 40 Degrees – GBR</b>	Hannah Jenner and Peter Harding
<b>#101 – Campagne De France – FRA</b>	Halvard Mabire and Miranda Merron
<b>#105 – Eole Generation – GDF Suez – FRA</b>	Sebastien Rogues
<b>#106 - Gryphon Solo 2 – USA</b>	Joe Harris, Tristan Mougline (Leg 1) & Jeff McFarlane (Leg 2)
<b>#109 – Talan-Bureau Veritas – FRA</b>	Stephane Le Diraison
<b>#113 - Partouche – FRA</b>	Christophe Coatnoan and Ari Sebag
<b>#115 - Mare – GER</b>	Jörg Riechers and Marc Lepasquex
<b>#116 - Icarus Racing – USA</b>	Tim Fetsch and Ben Poucher
<b>#118 - Bodacious Dream – USA</b>	Dave Rearick and Matt Scharl

To make The Atlantic Cup more accessible to fans around the world, each boat will have at least one camera on-board to produce video and social media content as the race unfolds, including race highlights, recaps and interviews on the race's official YouTube channel: <http://www.youtube.com/user/TheAtlanticCup>. Fans can also follow all the action at [www.atlanticcup.org](http://www.atlanticcup.org) or via twitter by following [@TheAtlanticCup](https://twitter.com/TheAtlanticCup).

#### **About The 2012 Atlantic Cup**

The Atlantic Cup presented by 11<sup>th</sup> Hour Racing is a dedicated professional Class 40 race held annually in the U.S. with a focus on running an environmentally responsible event. The 2012 edition of the Atlantic Cup starts Friday, May 11<sup>th</sup> in Charleston, South Carolina and will showcase the top Class 40 sailors in the world as they race a 648 nautical mile off-shore leg double-handed from Charleston around the infamous, Cape Hatteras then north to New York City. Once in New York there will be a brief stopover before competitors start the coastal leg of the race. The coastal leg will take competitors along the same course as the 2011 race: 260 nautical miles, south out of New York to a turning mark off the New Jersey coast before heading north to Newport. Once in Newport, competitors will race a two-day, inshore series with a crew of six. The combined overall winner of both stages will be the Atlantic Cup Champion. The prize purse will be \$30,000, making it again one of the largest purses for sailing in the United States.



### **About 11<sup>th</sup> Hour Racing**

11<sup>th</sup> Hour Racing is the presenting sponsor for the Atlantic Cup. 11th Hour Racing's goal is to provide a visible platform to engage the sailing and racing community around the world in efforts to protect the waters for our sport and recreation, using the collaboration with the Atlantic Cup to raise awareness among organizers and participants. Over time, 11<sup>th</sup> Hour Racing wants to advance the maritime industry to reflect an understanding that our good life on land depends on the health of the oceans, and aims to demonstrate that making the right choices – on the water during a regatta and off the water – will make for a faster, winning Team, while promoting the health of the waters. Like holding the helm, we like to say our progress is defined as one degree at a time.

### **About Sailors for the Sea**

[Sailors for the Sea](#) is the only ocean conservation nonprofit focused on the sailing and boating community in the worldwide protection of the oceans. Their signature program, [Clean Regattas](#), is a third party certification program that helps regattas, yacht clubs and sailing programs achieve higher environmental standards. Participants have the option of choosing a Bronze, Silver or Gold level of engagement. Sailors for the Sea provides support and materials, and the final certification that the Atlantic Cup is a Clean Regatta. Once again the Atlantic Cup will be striving for Gold level certification.

### **About Green Mountain Energy Company**

Green Mountain, the nation's leading competitive retail provider of cleaner energy and carbon offset solutions, was founded in 1997 to "change the way power is made." The company is the longest serving green power retailer in the U.S. Green Mountain offers consumers and businesses the choice of cleaner electricity products from renewable sources, such as wind, as well as a variety of carbon offset products. Green Mountain's largest customer is the "world's most famous office building," the Empire State Building in New York City. Green Mountain customers have collectively helped avoid over 14.8 billion pounds of CO2 emissions. As a wholly owned subsidiary of NRG Energy (NYSE:NRG), Green Mountain is backed by one of the nation's largest renewable power producers. For more information, visit [www.GreenMountain.com](http://www.GreenMountain.com).

# # #

### **CONTACT:**

Julianna Barbieri	<b>Manuka Sports Event Management</b>	<a href="mailto:Julianna@ManukaSEM.com">Julianna@ManukaSEM.com</a>	917-693-1656
Jeff Pomeroy	<b>JDP Communications</b>	<a href="mailto:jpomeroy@jdppr.com">jpomeroy@jdppr.com</a>	678-471-6590
Katie Ryan	<b>Green Mountain Energy Company</b>	<a href="mailto:Katie.Ryan@GreenMountain.com">Katie.Ryan@GreenMountain.com</a>	512-217-2179

For more information please on The Atlantic Cup please visit the Website at [www.AtlanticCup.org](http://www.AtlanticCup.org)