

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.

Produced & Published by:
Precious Media Limited

Editor In-Chief: Mohammad Al-Natour

THE RACE

TALISKER WHISKY ATLANTIC CHALLENGE

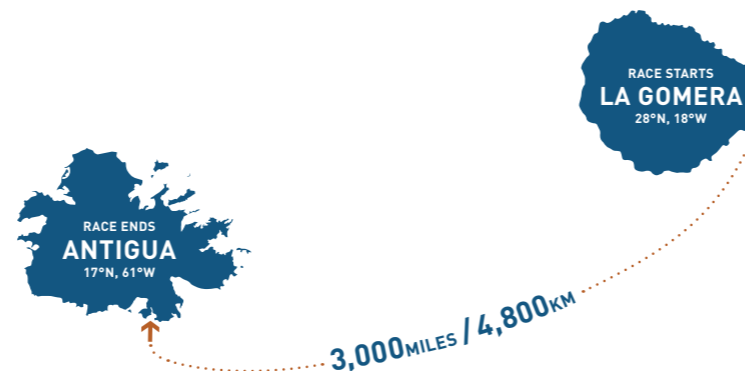
The premier event in ocean rowing - a challenge that takes rowers more than 3000 miles west from San Sebastian in La Gomera, Canary Islands to Nelson's Dockyard in English Harbour, Antigua & Barbuda. The annual race begins in early December, with up to 40 teams participating from around the world.

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.

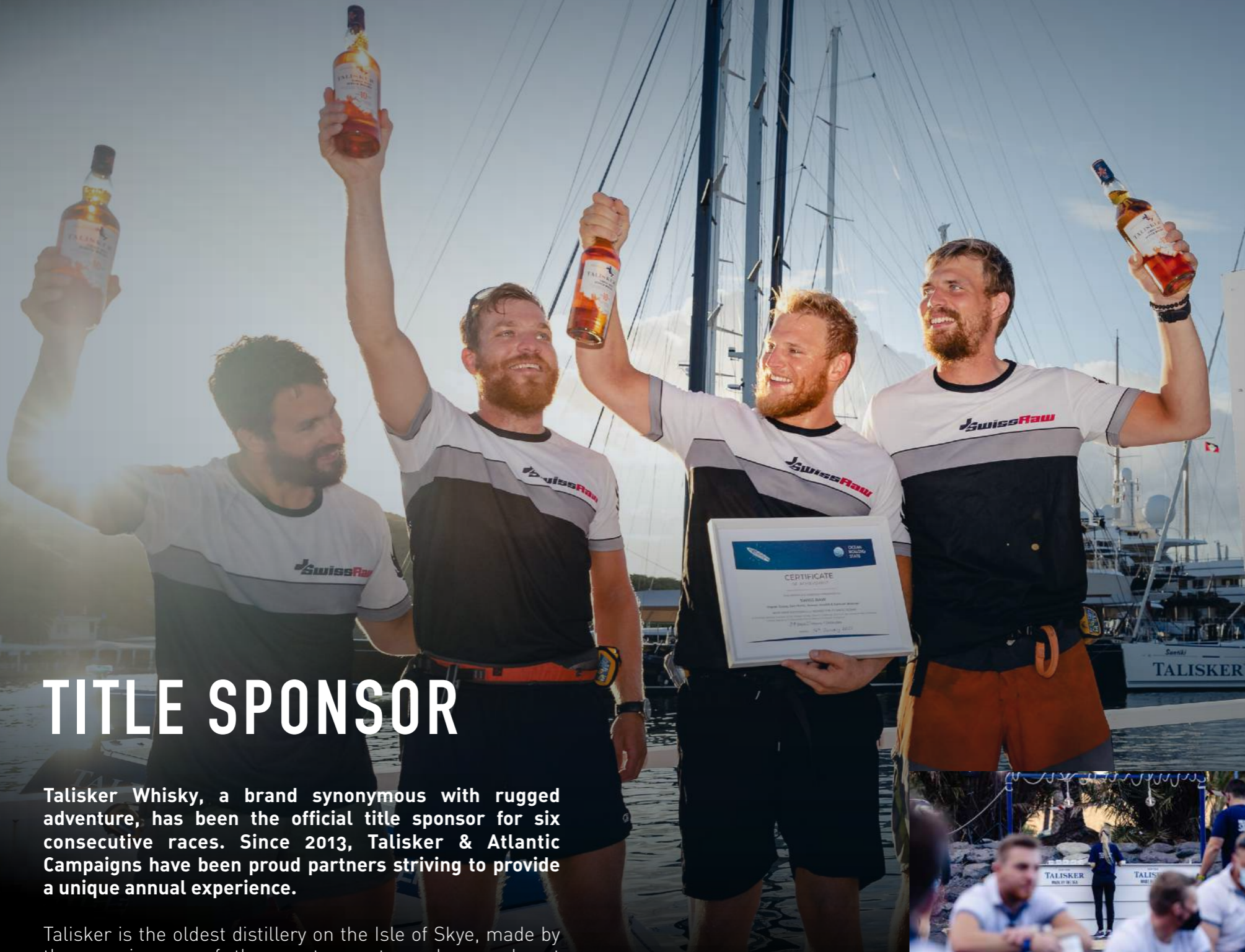
After an intense 2 years, the 2021 fleet have delivered a message of hope and courage to the recovering world through the lense of the race - they have shown determination and courage by proving to their sponsors, supporters, charities and families that achieving your dreams is still very much possible.

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 Samuelsen 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

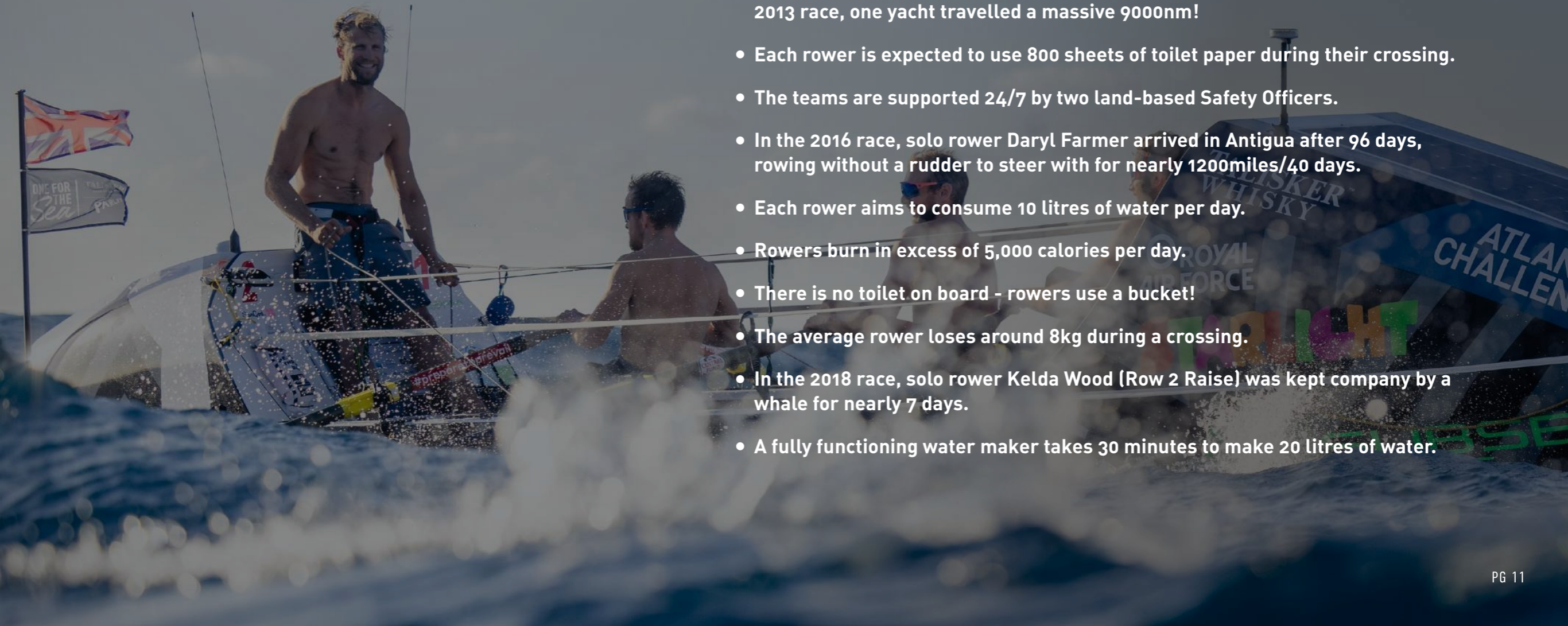


In the 2020 race, 3 boats had their hulls holed by Blue Marlin - but all three boats went on to successfully complete their crossing.



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.

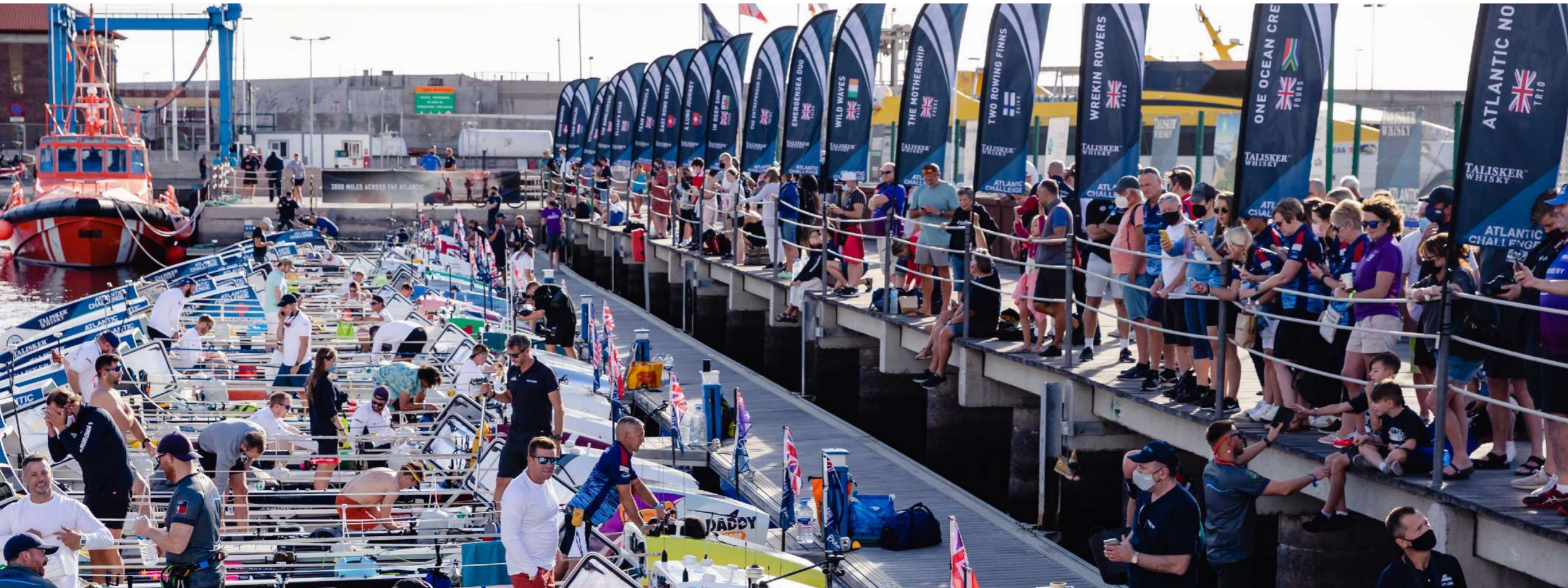
Sponsoring a team's challenge gives companies and brands the opportunity to align with a project that not only represents the core values of their business, but also gives access to a potential audience of more than 3 billion people worldwide.





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:

*Fastest crossing time achieved by specific design

Open Class

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

- Adkin
- DOR12
- DOR34
- O28
- LB4

Race Class

- R45
- R25 pairs
- R10 solo
- R25 solo

Female Class

- All teams with all female crew members

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

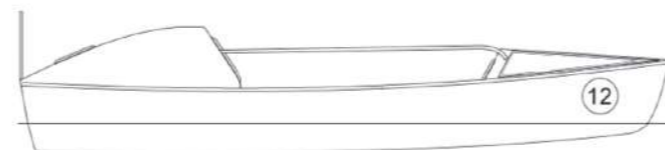
Woodvale / Rossiters



TWAC 2017 - Atlantic Four

*38 days, 14 hours, 32 minutes

Adkin



TWAC 2015 - Atlantic Drifters

*43 days, 16 hours, 18 minutes

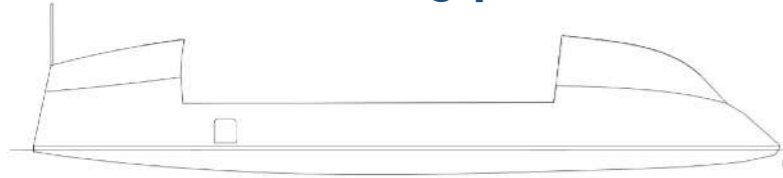
DOR12



TWAC 2020 - Row4Cancer

*32 days, 22 hours, 13 mins

DOR34



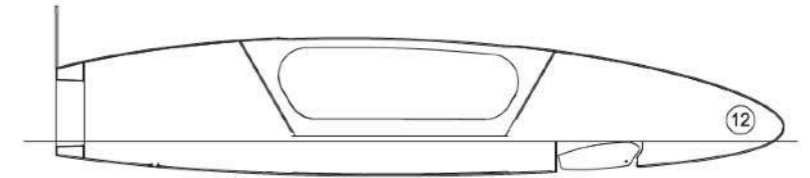
TWAC 2021 – Helvetic Waves
*40 days, 13 hours, 5 mins.

028

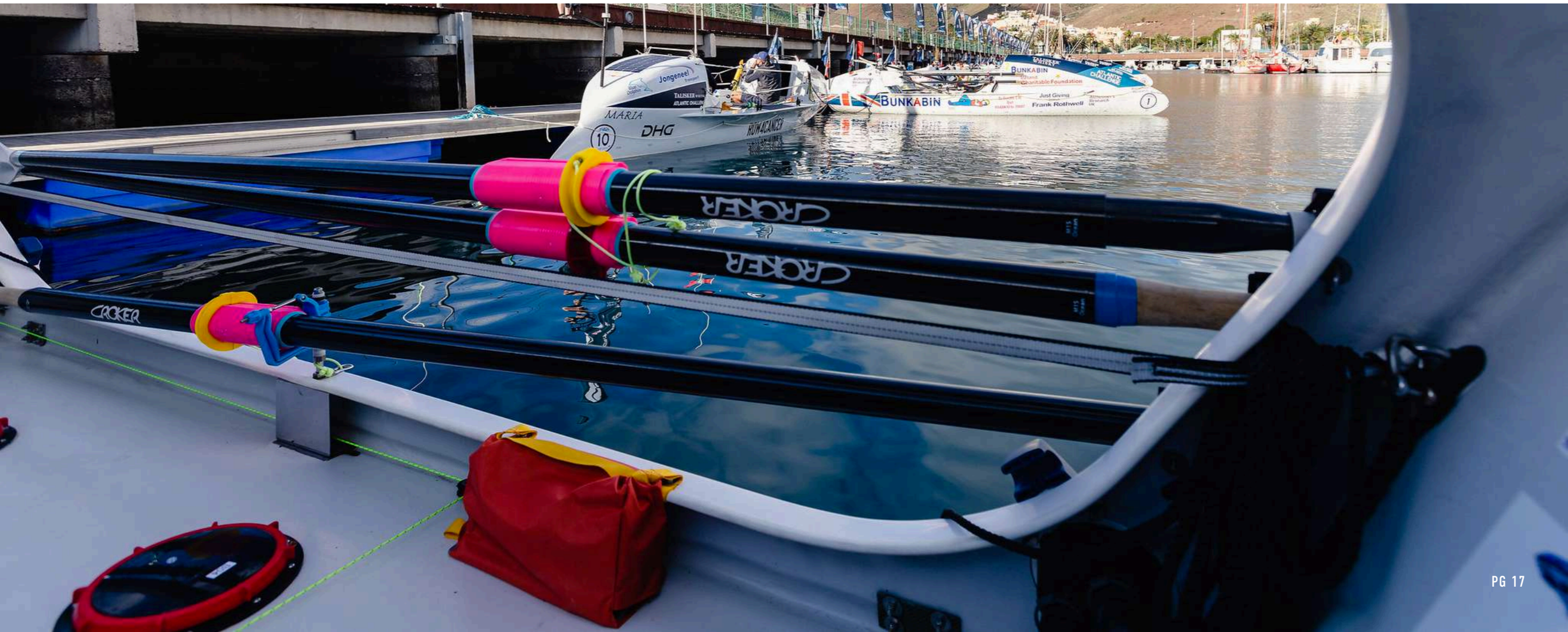


TWAC 2019 - Van Durme Brothers
*39 days, 21 hrs, 2 min

LB4



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



MEDIA

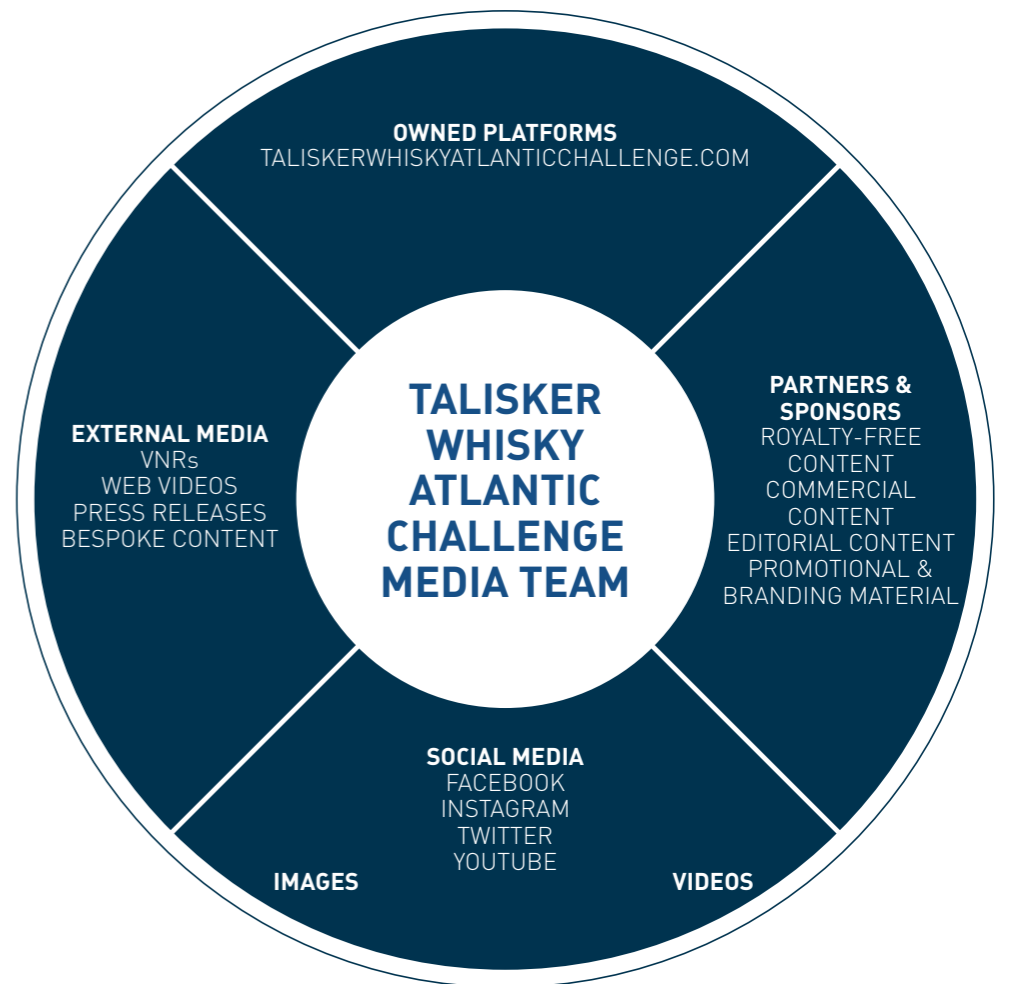


OFFICIAL RACE CONTENT

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.



CONTENT FROM THE SEA

During the race, satellite transmissions from the teams and safety yachts provide videos, imagery and other content from the ocean. Apart from ensuring the safety and wellbeing of the participants, the safety yachts roam through the fleet and have a photographer and videographer onboard that focus on documenting the crossing.

The race's dedicated communications supplier, Range Global Services, provides teams with the opportunity to carry equipment onboard that enables transfer of footage directly from the high seas. Being able to offer a glimpse of life onboard delivers immense value to media, sponsors and of course friends and family.

"Thank you Ian, Carsten and all the AC staff for training and keeping our Rowers safe and our families informed and supported, you do an amazing job. We've had a fantastic time!"

Julia Shepherd – Wife of Stuart, Wrekin Rowers – TWAC 2021

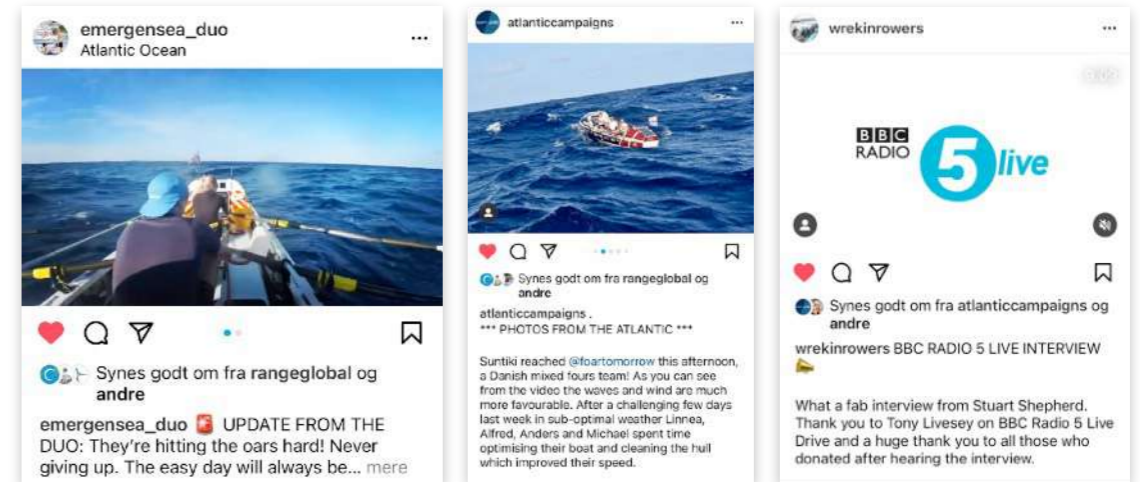
"What an occasion! What an event! Never mind the Nomads, we were overwhelmed by the whole organisation of Atlantic Campaigns and the event. The professionalism and organisation – slick and smooth in the best possible way. Thank you for keeping us all informed and advised in all respects, we found it very useful and helpful. It helped to keep our anxieties and worries down to manageable levels in the run up to the excitement and exhilaration of seeing the team come into sight and then land in English Harbour Quayside. So, a very big thank you for all your work in keeping us "family and friends" fully informed. It has been a great experience, the build-up, the race, the arrival and Antigua itself have all been excellent. Many thanks and we look forward to watching future Atlantic Challenge races."

Steven Rose – Father of Tom, Atlantic Nomads – TWAC 2021

"Thank you and a big well done to Carsten, Ian, Nikki and the rest of the Atlantic Campaigns team for all the fantastic hard work that you all put in to ensure that these events are not only the safest, but also in enabling people to achieve their dreams, their goals, and more; of which also facilitates raising money and awareness for good causes; all the teams efforts and that of the rowers no matter if rowed in 29 days, 100 or just getting to the start line, lives have been changed on and off the ocean. Thank you.

Here's to the next one and beyond!"

Craig Chaulk – Editor of The Wave Magazine



BGAN Satellite Terminal used by the teams and Safety Yachts



ACCREDITED MEDIA

The race's Press and PR teams seek to support both accredited media on site and the many television networks and news organisations that follow the race around the world.

100% Royalty-free media access

50+ Accredited media teams

100% Participating teams represented

MEDIA CENTRE

The race operates dedicated media centres in both La Gomera and Antigua with free high-speed internet connections.

These centres support media professionals provided by our title sponsor Talisker, as well as other visiting news teams covering the race in general or following individual teams or participants.



The Media Centre in La Gomera

ROYALTY FREE CONTENT

The race offers a continuous stream of royalty-free images, videos and other multimedia content, including live streams and embeddable social media content. This content is distributed via newswires or dispatched directly on request.



A dedicated media team produces media assets for each team

MEDIA COVERAGE



MEDIA COVERAGE

This year's race generated an incredible amount of media attention. Coverage was generated by the combined efforts of Talisker Whisky's communication agencies, the dedicated race media team, and the tremendous effort put in by many of the teams to create coverage for their campaigns.



TALISKER WHISKY

Talisker employs leading communications agency CSM to deliver dedicated coverage for its sponsorship and the race all year.



RACE MEDIA TEAM

The dedicated race media team distributes feature stories, news coverage, images and videos to major news outlets across the world.



TEAM PR EFFORTS

The individual teams also generated coverage in abundance themselves. Global and local news outlets were fascinated by the teams' diverse backgrounds, amazing accomplishments, and spirit of adventure!



MEDIA PLATFORMS

PRESS COVERAGE

The race was covered by journalists and media organisations from around the world as it was held successfully during a challenging year. Substantial coverage in the US, GB and Netherlands boosted the figures.

100m+ Print Circulation

9.5m+ People Reached

TELEVISION

Many teams in particular caught the eye of news networks from all over the globe. The race has been covered in more than 100 countries resulting in extensive media coverage for the teams and their many achievements.

90m+ Pieces of Coverage

49m+ Global TV Audience

DIGITAL MEDIA

All of the teams aggregated thousands and posts, with sponsors, friends and family chipping in. The many world records broken this year also provided huge interest for online readership.

1700+ Pieces of Coverage

10.5b+ Online Readership

PUBLIC FIGURES

Many lifestyle/outdoor influencers and public figures interacted with the race virtually this year. Combined, they extended the reach beyond the ocean rowing community.

1m+ Social Visibility

16m+ Audience Reach



sunrise Four Aussie schoolmates complete epic rowing journey across Atlantic Ocean. It took the group 37 days, 840 hours and twenty nine minutes to travel 3,000km from the Canary Islands to Antigua in the Caribbean.

BAAD MAGAZINET Lasse Wulff Hansen vinder soloklassen i Talisker Whisky Atlantic Challenge - se video

CBS 47 FOX 30 ACTION NEWS JAX K9s for Warriors welcomes home FOAR from Home team after 3,000 mile row

ABC Row across the Atlantic? Four Australian school mates thought 'why not?'

9NEWS Four men row 5000km in tiny boat across Atlantic Ocean for charity

Aargauer Zeitung Zurzbieter Ruderer und sein Team übernehmen Spitze am härtesten Ruderen der Welt - so macht sich das Wettinger Team

Badener Tagblatt Gegliedert Start zum härtesten Rennen der Welt: Wettinger Team Helvetia Waves liegt auf Rang drei

BBC NEWS Lunch box plugs hole in boat after Atlantic fish attack

BBC SPORT Four working mums set to take on the Atlantic rowing challenge

Khalqei Times UAE resident joins teammates to row the Atlantic Ocean to raise environment awareness

jacksonville.com 'It's an honor.' Jacksonville-area rowing teams are in Spain for Talisker Whisky Atlantic race

BusinessMatters £600k raised as oldest pair breaks record rowing across the Atlantic in 'The Entrepreneur Ship'

Blick Rudler überwinden 35 Tage im Ziel Historischer Schweizer Sieg beim Atlantik-Wahnsinn

Berlingske Lasse Wulff Hansen sætter sig til at være den bedste i Antigua. Hvis det går vel, vil han lade sig forlyde over at være den bedste i Antigua.

Blick Schweizer vier Segler-Atleten Wahnsinn Familie wartet in der Karibik auf Sieger-Ruderer

deSwollen.nl Strijd met de elementen is begonnen voor roeiers

MailOnline British crew completes 3,000-mile transatlantic row for marine conservation

ds de Stentor Docenten Aidan en Tristan maken zich klaar voor zwaarste roeicade: 'Hebben kerst diner bij ons'

MailOnline Extending an olive branch? Snap of Prince Charles walking Meghan Markle down the aisle spotted on display beside Prince Harry's portrait at Camilla's Clarence House IWD event

ds de Stentor Tranen, dolfijnen en bijna-botsing: Zwolse roeiers zijn halverwege enorme tocht over Atlantische Oceaan

jacksonville.com At Jacksonville International Airport on Nov. 16, A.M. "Boggy" Progression's 40th year of training, planning and fundraising starts for the race.

INDEPENDENT British crew completes 3,000-mile transatlantic row for marine conservation

MailOnline The brave little girl behind RAF pilot's epic Atlantic mission: Father is rowing 3,000 miles to mark five years since his daughter was cured of leukaemia after diagnosis at 22 months

BBC SPORT The Mothership completes 'magical' 40-day Atlantic Ocean crossing

Fernandina Observer Foar From Home rower addresses City Commission while at sea

BBC NEWS Wrekin Rowers complete ocean challenge across Atlantic

FHM Nederlandse waaghalzen roeien de Atlantische Oceaan over om het klimaat te redden

BBC NEWS St Neots rower with incurable cancer breaks Atlantic record

Fazer supports Two Rowing Firms to row 4,800 kilometres over the Atlantic Ocean while raising funds for the Baltic Sea

BBC NEWS Elijah's Star rowers cross Atlantic in memory of baby

EXPRESS 'Wobbly, overwhelmed and happy' Woman with terminal cancer smashes world record

ILTA-SANOMAT Markus, 61, ja Jolle, 56, aikovat soutaa Atlantin yli - "Tämä on ihmiskoe, ei lomareissu"

nieuwsblad Aiden uit Oene terug van roeiwedstrijd over Atlantische Oceaan

BBC NEWS Waves roared like jet engines as we rowed the Atlantic

Ekstra Bladet Første dansker nogensinde: Krydsner Atlanterhavet alene i robåd

Seneste nyt 66 dage alene på havet: Første dansker nogensinde har roet sig over Atlanterhavet alene

HELSINGIN SANOMAT Suomen ritarit ja kaksikolme Atlantin ja saapuvat tänään Antiguaan. Suomen ritarit ja kaksikolme Atlantin ja saapuvat tänään Antiguaan.

nlroei VROUWEN 'ROW FOR IMPACT' VOLTDOEIEN OCEAANRACE

groot@heerenveen Hiv Noordzijl uit 'Albega' roeit 48 dagen over de Atlantische Oceaan

FM TODAY Swiss Whisky Challenge Schweizer gewinnen das härteste Ruderen der Welt

FOX NEWS 4 veterans rowing 3,000 miles across Atlantic to help US service members struggling with PTSD

FM TODAY Atlantic Whisky Challenge Schweizer gewinnen das härteste Ruderen der Welt

NEW YORK POST Four veterans are rowing across the Atlantic to help US service members with PTSD

metro 'Een roeien': Tristan en Aidan volbrengen 500 kilometer over de Atlantische Oceaan

METRO LIFESTYLE Dad spends Christmas Day rowing across the Atlantic for cancer survivor daughter

Luzerner Zeitung 5285 Kilometer: Zwei Luzernerinnen rudern über den Atlantik in die Karibik

LINDA.NL BETTINA, DEBBY EN IRIS ROEIEN 4800 KILOMETER DE OCEAAN OVER: 'WE WILLEN HET RECORD VERBREKEN'

ROEIJEN.NL NEDERLANDS ROEIJEND BOET MIE AAN RACE OVER DE ATLANTISCHE OCEAAN

LINDA.NL BETTINA, DEBBY EN IRIS ROEIEN 4800 KILOMETER DE OCEAAN OVER: 'WE WILLEN HET RECORD VERBREKEN'

R.N.R. Reno man crossing Atlantic alone in a rowboat

POLITIKEN SPORT Dansker er træt i land efter 55 dage alene på Atlanterhavet

Noordhollands Dagblad Dolfijnen, walvissen, een Portuges Oudeghepp, Beerbroewers sturen van alles op de oceaan. 'Het is grintje op de eerste bevroerde mouze water'

nlroei VROUWEN 'ROW FOR IMPACT' VOLTDOEIEN OCEAANRACE

nlroei TEAM RIGALDO FINISH 5600-KILOMETERTOCH IN 58 DAGEN

Swish China Rowing Post Rowing the Atlantic: Valley rugby players balance competitive drive with savouring their ocean journey of a lifetime

ONE FOR THE
Sea

TALISKER
PARLI

ATLANTIC CHALLENGE

RACE PLATFORMS

Gill

f FACEBOOK

The 2021 race content reached millions of people on Facebook, with reach among the 25-48 age group being substantially higher than the global average for the platform. Facebook Live proved to be hugely popular in this race, attracting more than 2,309,142 unique live video views.

55,236,260

Lifetime Reach

25 - 48

Most Reached Age Group

43,405

Page Likes

178m +

Organic Impressions

483,521

Organic Post-Reach

Source: Facebook Analytics May 2022

Atlantic Campaigns 9. mar. · 🌐

Our very own World Record breaking team, We Are Extraordinary (Kat, Abby and Charlotte) were invited to meet with The Duchess of Cornwall on International Women's Day to discuss their Atlantic crossing. They spoke on their experience of spending over 42 days at sea, discussing everything from sleep deprivation to wildlife to the charities they are raising money for (Macmillan Cancer Support, Cancer Research UK & Royal Marsden). Just as each of our teams receive an engraved bottle from our title partner Talisker, Team Extraordinary gifted The Duchess a very special engraved Talisker Whisky 10 Years of her own!

What a way to celebrate #WD2022! Inspirational 🙌

#BreaktheBias






👍❤️ 400 22 kommentarer 13 delinger

Atlantic Campaigns 5. feb. · 🌐

*** ARRIVAL PHOTOS ***

Team [Ocean Warrior](#) crossed the #... Se mere

👍❤️ 1 tusind 108 kommentarer 38 delinger

INSTAGRAM

Instagram is proving to be one of the most popular ways for fans to engage with the race. The latest content from the fleet is constantly uploaded by a dedicated content manager on site at the start in La Gomera and at the finish line in Antigua.

16.4K + Total Page Followers

2,2000 Average Profile Visits Per Month

92,810 Impressions Per Month

Source: Instagram Analytics May 2022

GENDER



51.4%

Men

48.6%

Women



atlanticcampaigns Message [Profile Icon] [Dropdown] [More]

816 posts 16.4k followers 276 following

Atlantic Campaigns
 THE WORLD'S TOUGHEST ROW
 Atlantic Ocean • 3,000 miles 🏴‍☠️ 12.12.22 • #TWAC2021
 Pacific Ocean • 2,800 miles 🏴‍☠️ 06.23 • #PACIFIC2023
www.taliskerwhiskyatlanticchallenge.com



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❤️ 💬 📍 [Progress]

👤 Synes godt om fra rangeglobal og andre

atlanticcampaigns .
 *** ARRIVAL PHOTOS ***

Team Foar From Home @foar_from_home crossed the #TWAC2021 finish line on Tuesday 1st February 2022 at 19:18 local time. The team are four men from Flordia, USA; Billy Cimino, Cameron Hansen, Hupp Huppman and Paul Lore. They rowed the Atlantic Ocean in 51 days, 11 hours and 41 minutes.



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❤️ 💬 📍 [Progress]

👤 Synes godt om fra rangeglobal og andre

atlanticcampaigns .
 🏆 WORLD RECORD HOLDERS 🏆

*** ARRIVAL PHOTOS ***

Team Extraordinary @___ crossed the #TWAC2021 finish line on Sunday 23rd January 2022 at 15:12 local time. Abby Johnston, Charlotte Irving and Kat Cordiner from the UK rowed the Atlantic Ocean in 42 days, 7 hours and 17 minutes. They are the new World Record Holders for Fastest Women's

TWITTER

Twitter provides the fastest way to get the latest news from the fleet. The race's content team continuously updates the feed with the latest information, videos and photos as they capture or receive from the teams.

3,437 Total Page Followers

718,000 Tweet Impressions

24,376 Average Profile Visits Per Month

Source: Twitter Analytics May 2022

Atlantic Campaigns retweeted

The Mothership @... · 24/01/2022

Absolutely loved getting up this am to chat to @lorraine. Thank you so much for having us and letting us tell our stories of flying fish and explain why we set out on our crazy journey.

#twac2021 @ACampaigns @FelixFund @Womeninsport_uk @NoahsArkHospice



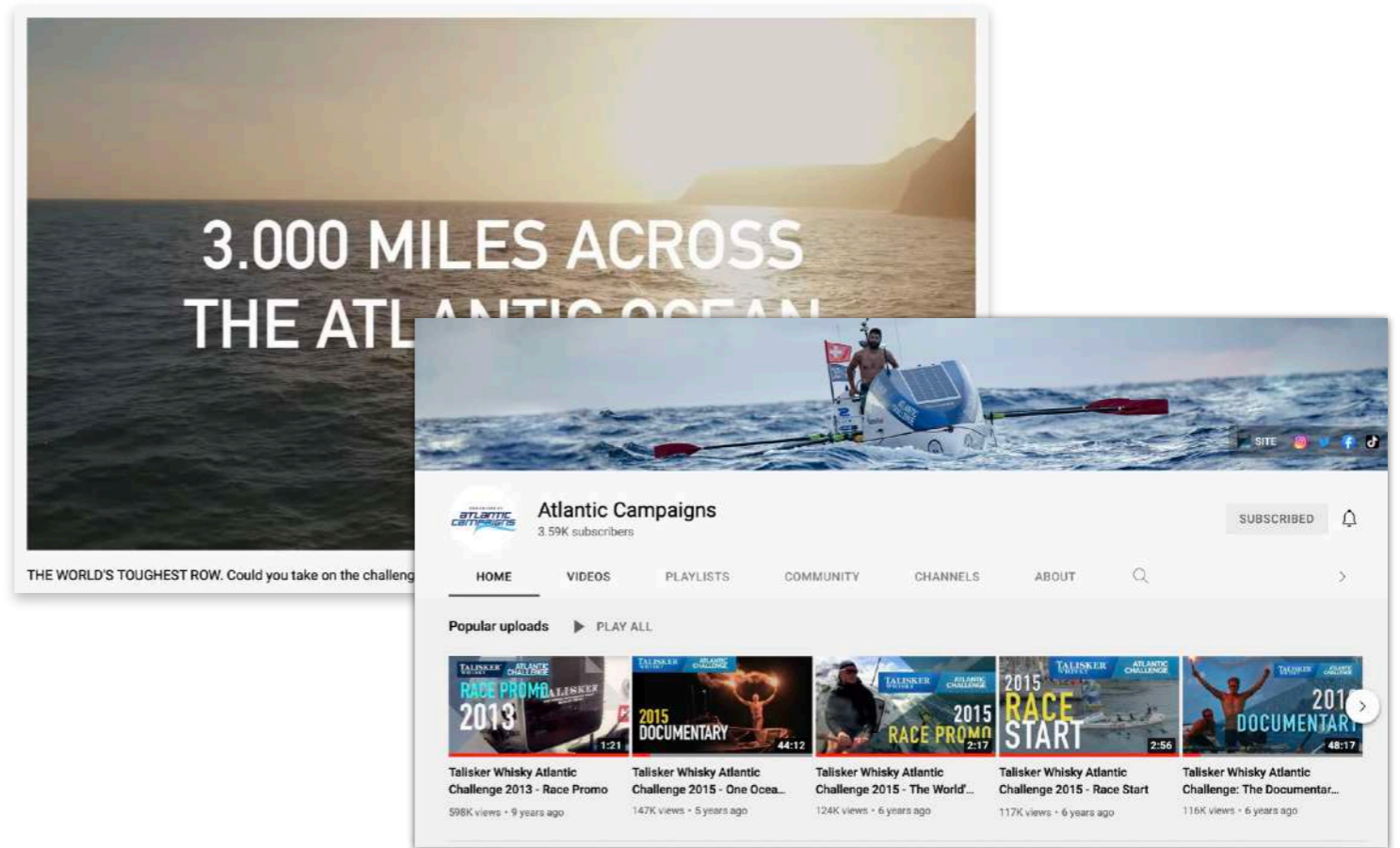
YOUTUBE

The Talisker Whisky Atlantic Challenge's official YouTube channel has generated more than 2 million lifetime views over 53 countries. Most views come from western Europe.

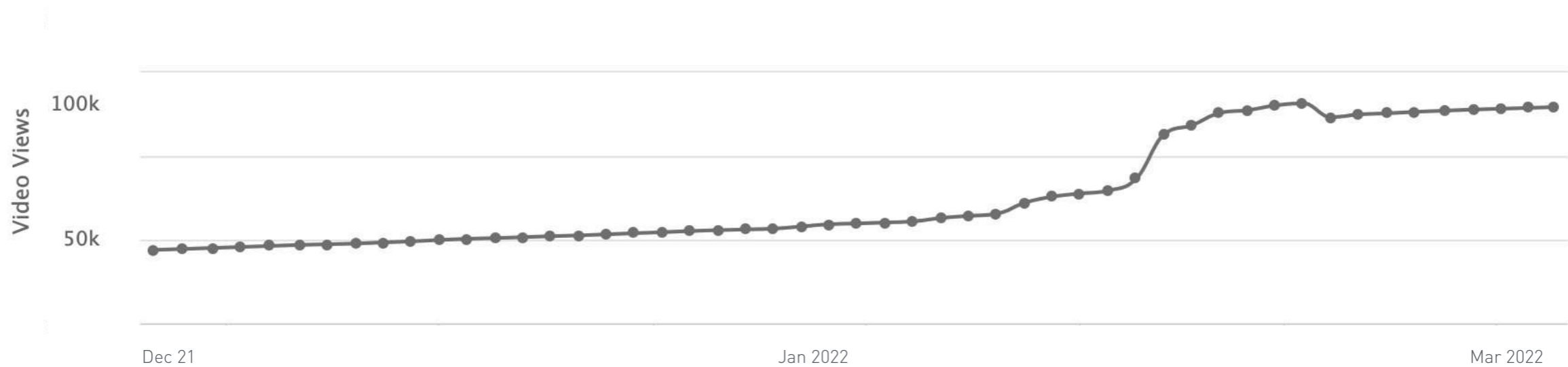
2.6M + Lifetime Views

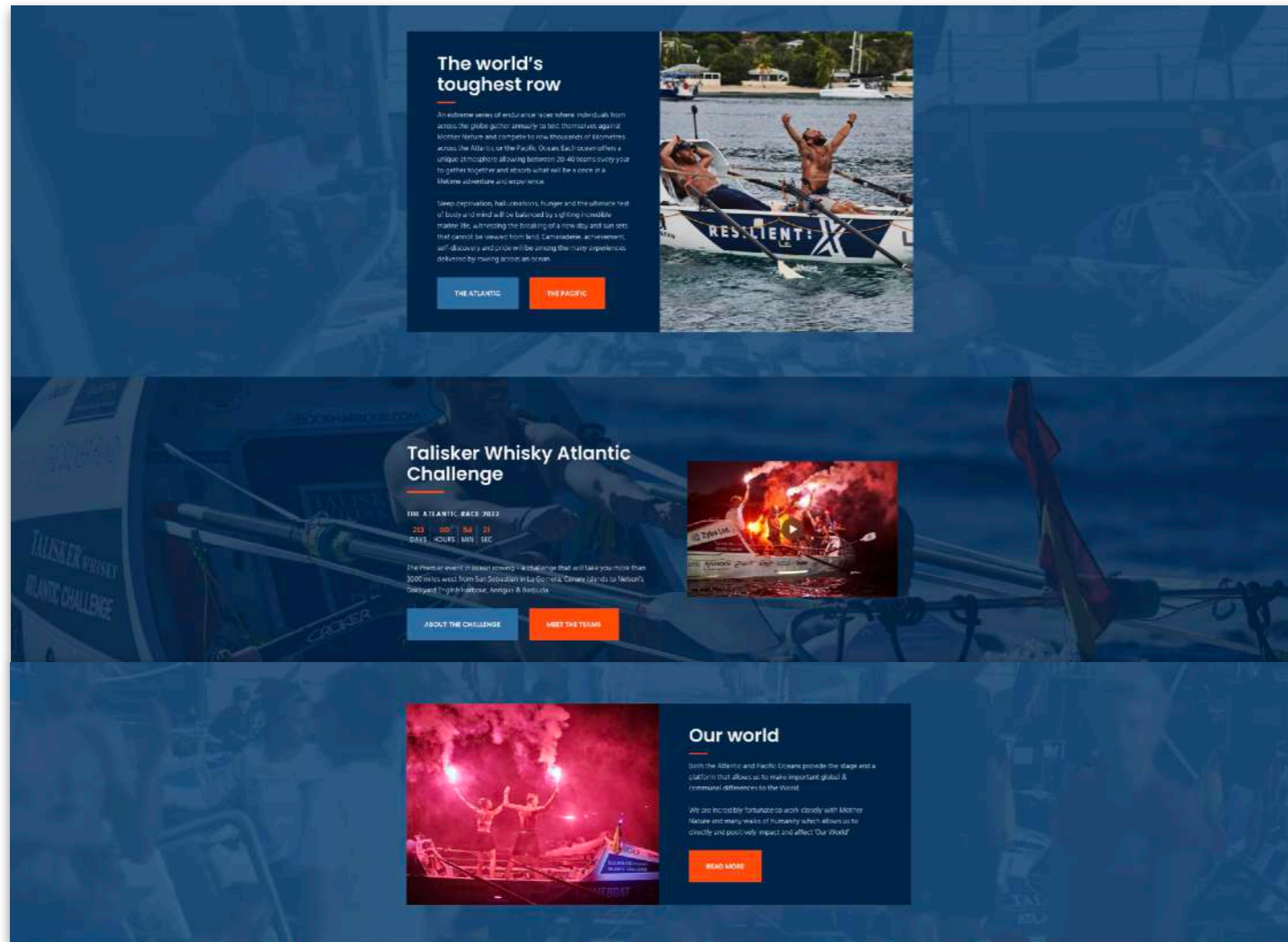
1.5M + Total Impressions

Source: YouTube Analytics May 2022



VIDEO VIEWS OVER TIME





RACE WEBSITE

The official Talisker Whisky Atlantic Challenge website acts as a hub for both rowers and fans. The website has all the information needed for interested fans and future participants.

3.9M+

Page Views

102k+

Unique Page Views over the race period (90 days)

2.05 minutes

Average time spent on the website

Source: Google Analytics 2022

Top Visiting Countries:



UNITED KINGDOM



THE UNITED STATES



SWITZERLAND



THE NETHERLANDS



FINLAND

RACE TRACKER



The tracker is the most popular way for fans to follow the progress of the boats during the crossing. Known as 'dot watching', the positions of the boats are updated approximately every 4 hours.

2.1m+

Page Views

Source: Race Viewer Analytics 2022



The YB Races tracker is available on Mobile (iOS, Android) and on the race website

Top Visiting Countries:



UNITED KINGDOM



SWITZERLAND



FINLAND



THE UNITED STATES



THE NETHERLANDS



SWEDEN

FACEBOOK & YOUTUBE LIVESTREAMS

Facebook & YouTube Live proved hugely popular during the 2021 race. During the active race period, over 150 live broadcasts delivered more than 2,309,142 unique video views on the platform.

Over 150

Total Live Broadcasts

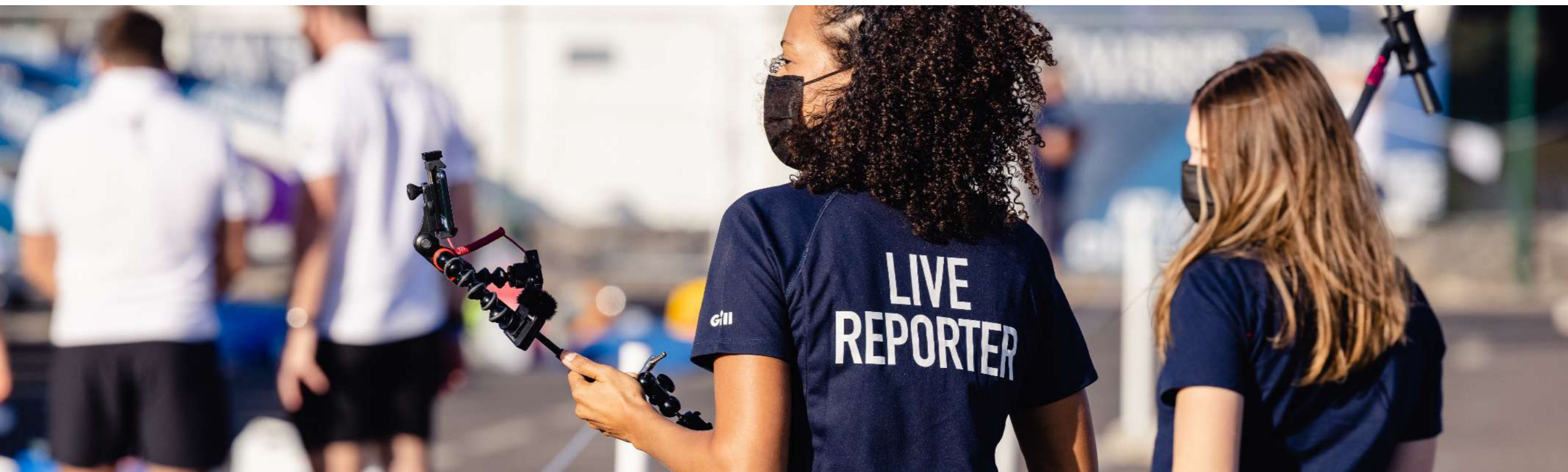
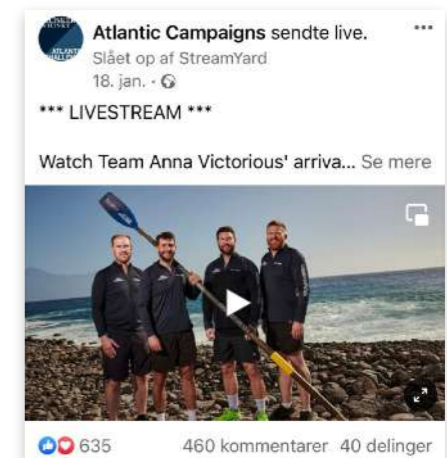
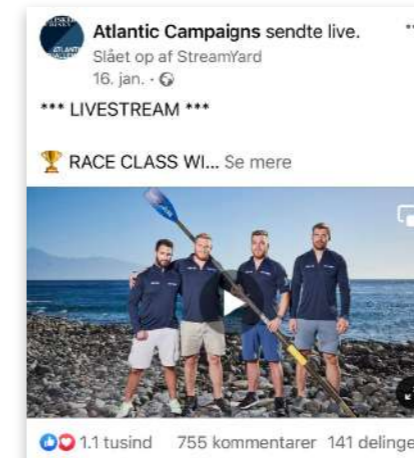
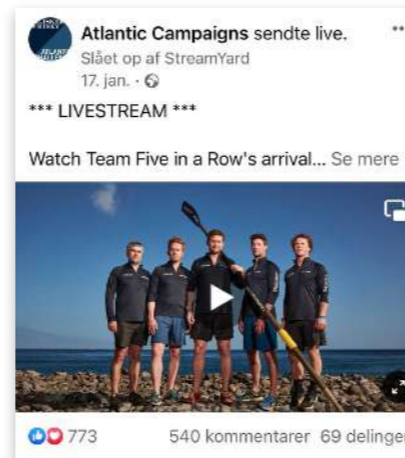
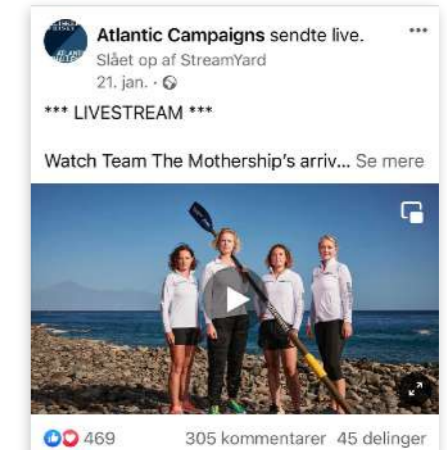
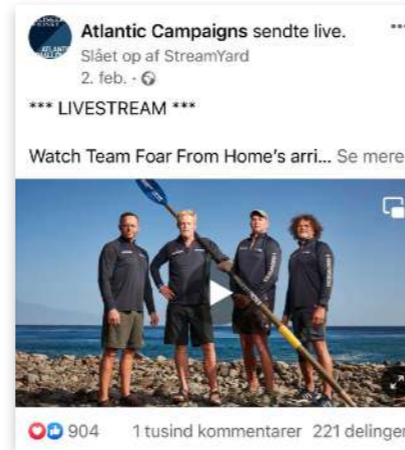
2,309,142

Unique Video Views

68.8K

Views For The Race Start

Source: Facebook & YouTube Analytics May 2022



ENVIRONMENT

Atlantic Campaigns are aware and privileged to be hosting this race in Mother Nature's back garden and as such we remain committed to minimising our impact on the marine environment.

The Atlantic Ocean looks after our rowers, therefore we take a strict approach towards ensuring our teams return the respect. An example of this is our race rule regarding litter. We know how much food each team has taken onboard their vessel and when they reach Antigua we manually count each rubbish bag back out of the boat and into the recycling bins in Antigua. If any teams do not return with the correct amount of rubbish, they are disqualified from the race.

The obvious use of oars vs powered engines, solar energy vs fossil fuel and desalination machines vs bottled water are also key displays of how our race and the sport offer an environmentally friendly opportunity to participate responsibly in an extreme sport.

A mere 13% of the world's seas are truly wild – meaning largely unmarred by human activity. It is now more important than ever that we protect this wild spirit, before it's too late.

Together with a network of partners, Talisker and Parley are working to return the seas to the way they should be by supporting the protection and preservation of one hundred million square meters of marine ecosystems around the world over the next three years. Join us on this journey to rediscover the beauty and power of our seas.

Over the years our rowers have actively adapted their ocean rowing campaigns in an effort to be more environmentally friendly and sustainable, with ECO boat builds now available, carbon offsetting on unavoidable travel as well as researched and considered product and equipment choices. TWAC teams also raise a vast amount of money every year specifically for environmental and ocean preservation charities.

As race organisers, we are very aware that although we deliver the platform for the Talisker Whisky Atlantic Challenge to take place, ultimately it is the Atlantic Ocean that provides the setting, surroundings and scenery, meaning year on year we ensure to do our best to maintain her as well as encouraging everyone else associated with the race and beyond to do the same.

CHARITIES

The Talisker Whisky Atlantic Challenge is a globally visible and diverse platform, enabling each team participating in the race to raise funds and awareness of charities of their choosing.

Each team or individual can choose one or many charities that are close to their hearts to support during their campaign. Not only does this raise much needed funds for the charity in question, but it also gives the rower and/or team a purpose, and motivation and a personal cause to focus on during the darker and harder moments of their crossing.

This means that the total raised by teams in the Talisker Whisky Atlantic Challenge now stands at an amazing

€16,000,000 and counting!



2021/22 RACE SUMMARY

Friday 25th February 2022 at 16:54 marked the finish of The Talisker Whisky Atlantic Challenge 2021 with arrival of Team Prowject X after 75 days, 10 hours and 6 minutes at sea. The race may have finished but this is only the beginning of a new chapter for the rowers. This race truly transforms lives.

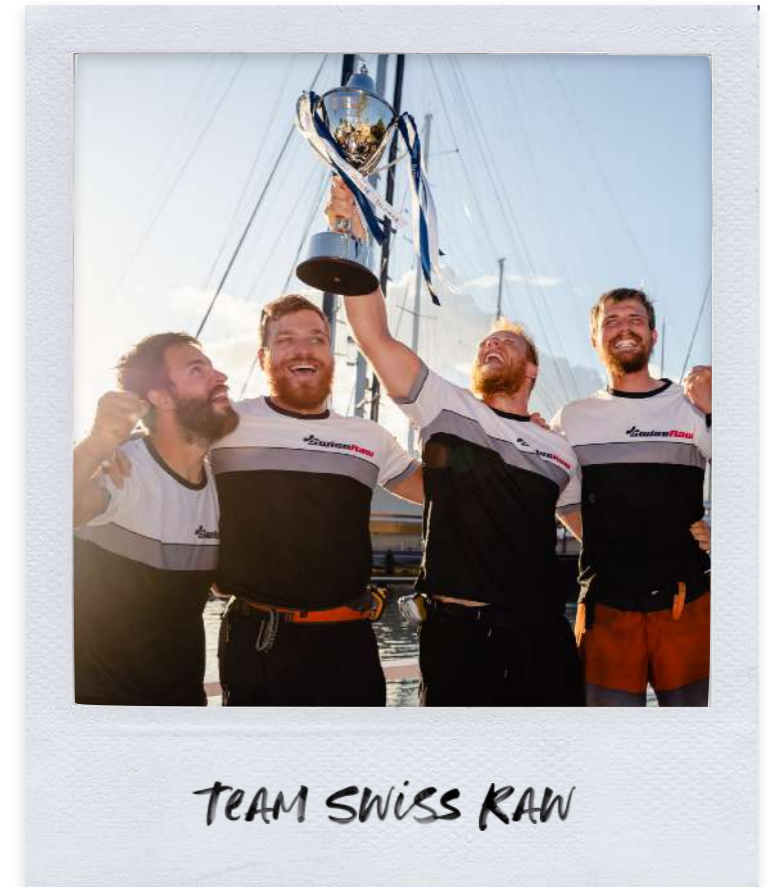
This year has seen the biggest fleet in history to row the Atlantic Ocean. Thirty-six boats and 107 rowers from eleven different countries left the shores of La Gomera on the 12th of December 2021. An unfortunate injury of one of the teams in the first 24 hours meant thirty-five boats made it safe and sound, 3000 miles across the Atlantic Ocean to Nelson's Dockyard English Harbour, Antigua.

Reflecting back on the 2021 fleet, the over-whelming feeling is family. It is said every year that the camaraderie in each fleet is incredible, but this year was even more special. There were so many moments that captured this community spirit. When set-back hit three teams in La Gomera with a delayed shipping, there were helping hands from the entire fleet, no matter what time of night or day. When one of the rowers had to terminate his row early, every team during calls with the Safety Officer asked after his well-being and ensuring his was okay. Race Organisers have been taken aback by the rallying of positivity, the determination when pressure was building and the overall heartfelt support. After the last two years of uncertainty, the attitude and determination of the 2021 fleet will remain a shining light on how humanity can deliver incredible community and kindness.

Another eye-opening delivery of the 2021 race has been the incredible wildlife that the fleet have witnessed this year. Mother Nature yet again gifted some of her finest attributes to the fleet. Never before have there been so many sightings of turtles, dolphins, whales, orcas, and birds. The reason of this can be widely discussed and possibly be applied to the lack of marine traffic in the form of shipping and cruise ships over the past couple of years. The sunsets and sunrises and unobstructed night skies will never get old.

Teams were able to take in the Atlantic Ocean in a different guise due to the glass calm sea state that was seen for almost the first 1,500 miles. The frustrations of having no following conditions, minimal assistance from the natural trade winds and weather that hindered rather than helped all added to the skill set, drive and mental tenacity that was required for our teams to succeed.

There are lives changed, friendships forged and more adventures than ever imagined.



NEXT RACE START #TWAC2022:
12 December 2022

THE PACIFIC CHALLENGE #PACIFIC2023:
12 June 2023

WORLD RECORDS

There were many World and Race records set during the Talisker Whisky Atlantic Challenge 2021/22 including:

Atlantic Nomads

Fastest mixed sex team of three to row the Atlantic Ocean

40 Days 37 Mins

Force Atlantic

Fastest Mixed Sex Team of Four to row the Atlantic Ocean

40 Days 23 Hours 57 Mins

ExtraOARdinary

Fastest Female Trio to row the Atlantic Ocean

42 Days 7 Hours 17 Mins

Wild Waves

Fastest female pair to row the Atlantic Ocean

45 Days 7 Hours 25 Mins

The Entrepreneurship

Oldest pair to row any ocean

combined age of 124 years and 301 days at Race Start

All records are adjudicated by:



POSITION	TEAM	FINISH TIME
1	Swiss Raw	34 days, 23 hours, 42 mins
2	Atlantic Flyers	36 days, 24 mins
3	Five in a Row	36 days, 3 hours, 33 mins
4	Shaw and Partners Atlantic	37 days, 4 hours, 29 mins
5	Anna Victorious	37 days, 8 hours, 58 mins
6	The Bubbleheads	37 days, 12 hours, 45 mins
7	East Rows West	37 days, 17 hours, 44 mins
8	Team Peninsula	38 days, 13 mins
9	The Salty Sappers	39 days, 7 hours, 20 mins
10	Atlantic Nomads	40 days, 37 mins
11	One Ocean Crew	40 days, 4 hours, 7 mins
12	Pacific Boys	40 days, 5 hours, 30 mins
13	The Mothership	40 days, 11 hours, 25 mins
14	Helvetic Waves	40 days, 13 hours, 5 mins
15	Wrekin Rowers	40 days, 12 hours, 33 mins
16	Force Atlantic	40 days, 23 hours, 57 mins
17	Elijah's Star	41 days, 2 hours, 44 mins
18	Two Rowing Finns	41 days, 10 hours, 57 mins
19	Foar Tomorrow	42 days, 3 hours, 24 mins
20	In Deep Ship	42 days, 4 hours, 54 mins
21	ExtraOARdinary	42 days, 7 hours, 17 mins
22	Row for Impact	43 days, 8 hours, 28 mins
23	Wild Waves	45 days, 7 hours, 25 mins
24	Row4Hope	50 days, 2 hours, 56 mins
25	Emergensea Duo	51 days, 3 hours, 48 mins
26	Foar from Home	51 days, 11 hours 41 mins
27	MindCraft	51 days, 14 hours, 43 mins
28	Tropical Blue Wave	51 days, 17 hours, 26 mins
29	Entrepreneur Ship	53 days, 3 hours, 42 mins
30	Ocean Warrior	55 days, 1 hour, 09 mins
31	Team Migaloo	58 days, 1 hours, 11 mins
32	Tideway Odyssey	59 days, 2 hours, 39 mins
33	Owens Rowing	70 days, 19 hours, 29 mins
34	A Lung Journey	74 days, 15 hours, 2 mins
35	Prowject X	75 days, 10 hours, 6 mins
36	Atlantic Rower	RETIRED

PROUD PARTNERS

Atlantic Campaigns are privileged to be supported by several organisations, businesses and individuals who all combine to ensure the Talisker Whisky Atlantic Challenge has multiple layers of success so that each and every race is delivered to the high standards we expect, year after year. The suppliers and companies that have supported the race as Proud Partners have the same shared goals, social purpose, and company ethos as we do and it is through this that the race goes on to improve and flourish year after year.

“Range Global Services has just completed its third year as communications partner with Atlantic Campaigns and the Talisker Whisky Atlantic Challenge and can’t wait for the 2022 event! I personally have been involved in satellite communications for nearly 25 years, have worked with numerous organizations and events around the world, and can say without hesitation this is the best event I have been a part of during that time. The communication from organizers and participants is outstanding, and the relationships extend far beyond the event itself. RGS is looking forward to continuing its partnership with Atlantic Campaigns as it continues to grow and expand in the foreseeable future.”

Terry Daniels – President – Range Global Services

“It’s a real pleasure working with the team from Atlantic Campaigns and the participants and their families. Knowing the incredible efforts that everyone goes to, to ensure a safe and often life-changing row across the Atlantic is so impactful with myself and the team here in the Caribbean. Hearing the stories of why people are choosing to take part, and all the training that goes into it, makes it all the more pleasurable to be able to offer the support we do, and help racers get home, and families get to Antigua to celebrate their safe arrival. We love watching the social media updates and tracking the racers online!”

Hannah Swift – Country Manager (Caribbean Office) – Virgin Atlantic



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CHALLENGE**

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**ATLANTIC
CAMPAIGNS**



Atlantic Campaigns wishes to thank all the rowers, participants, staff, friends, families, and media teams for their efforts and contributions in making this year's race such a successful event!

Carsten Heron Olsen - CEO

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