



Latest News – 26 August 2011

**America's Cup cargo ship rolls into town.
The huge America's Cup container ship
has arrived in Plymouth!**



The ship was carrying the state of the art racing yachts, support boats, equipment and event marquees for the America's Cup World Series which is being held in the city from 10 to 18 September.

Cranes at Millbay Docks unloaded the containers and boats from the HR Constitution. Tens of thousands of people are expected to visit the city for the event. There will be team pit lanes with the AC45 catamarans at Millbay and the Hoe will be buzzing with the America's Cup Experience at the Base, food, drink and merchandise stands, a big screen showing the racing up close and a stage for live entertainment.

Millbay – Barbican Shuttle Bus

**During the America's Cup World
Series Event**

Beryl the Bus will transport you from
Millbay - Hoe - Barbican (Mon - Fri)
Millbay - Hoe - Barbican - City Centre
(Sat - Sun)

For more information visit

www.plymouthdiscoverytours.co.uk



Dave Young at Cascais for the official handover to Plymouth



America's Cup Corporate Hospitality

This event represents probably the biggest opportunity we have ever had to showcase our city on a world stage – with stunning racing and a brilliant supporting entertainment programme across the 9 days. Anyone who is unsure of the spectacle about to hit our waters should look at www.americascup.com to see some of the video footage available. There is also a significant step up in national TV coverage over the next 19 days across various channels and national newspaper coverage planned from various titles.

Fully accepting the very late nature of the AC Hospitality offer coming to the market I would urge regional businesses to see this as a unique opportunity to entertain their top customers, suppliers or people – from our own natural grandstand The Hoe. There are various other events happening during that week – and this is partly because the late release of this offer that has seen people making their own arrangements. However to get visitors into the city to share this great experience really is a chance not to be missed!

Visit www.plymouth-chamber.co.uk for more information and details of how to book.

National Press Coverage

Press coverage is now building with features on Plymouth in the Sunday Times Travel Supplement on 21st August and in the Financial Times today (23rd August) featuring the variety of inward investment development opportunities.

The media coverage value taking into account everything captured by the AC press office and by the Plymouth PR Agency from April – end of July the PR covering the lead up to ACWS in Plymouth has generated **£575,805 in Editorial Value** (£191,935 if you were to buy it as advertising).

First Great Western is up for the Cup

By Julian Crow, Regional Manager West, First Great Western

First Great Western runs 9,079 services every week, calling at 276 stations. Our trains cover a total 70 million miles and carry 90 million passengers every year, providing high speed, commuter, regional and branch line train and sleeper services across the Greater Western rail franchise area.

However the aspect of our business I'm probably most proud of is our strong link with the communities on our network, including being able to play a key role in promoting their events. For Plymouth this includes an occasion of the magnitude of the prestigious America's Cup, and we congratulate the City on securing such a premier attraction.

As the rail provider for Plymouth, we see the America's Cup as not only representing a wonderful occasion for the city, but also a wonderful opportunity to showcase the best of the city to visitors from the UK and abroad.

To present the best image to our UK based and international visitors, we've accelerated our extensive planned station work. This was no small commitment, but as soon as we heard Plymouth would be hosting an America's Cup heat we worked diligently with our contractors to bring forward the first phase of the £750,000 development.

This work was originally intended to modernise and enhance facilities for the benefit of the local community and our customers, but now we have the added incentive of welcoming the world to Plymouth. First Great Western is committed to the long term in Plymouth and we see this investment as a small step towards improving an important gateway to the City.

The first phase of work extends the concourse, creating a brighter new station front, and giving customers more space.

Plymouth Council Leader Vivien Pengelly visited the site of the building works with Managing Director Mark Hopwood this week. The work is being completed in record time and contractors, SISK, will work right through the Bank Holiday to ensure the work is finished on time.

Cllr Pengelly said "We can't do this without the support of businesses like you. I am delighted First Great Western picked up the challenge to have this in place in time for the America's Cup. All credit to them for making this happen and in record time too."

The second phase of the improvement works, which will be completed later this year, includes new toilets, and waiting room.



Mark Hopwood and Vivien Pengelly (foreground)

Back Left to Right - Adrian Freeman, Operation Manager SISK, Matt Cross Head of City Marketing, Mark Trotter Station Manager, Will Wootten First Great Western Major Projects team, Charles Howeson Chair of First Great Western Advisory Board, Julian Crow Regional Manager West and Andrew Waterhouse SISK Site Manager

We are actively promoting the event by emailing 1.3 million customers on our extensive database urging them to come and watch the races. Information will be available on the First Great Western website, which currently receives 30,000 visitors every day.

Posters and flags are on display at the station, and arrangements have been made for stand by crews and trains to be available should extra services be needed at busy times.

We will also have America's Cup literature on display in First Class lounge at Paddington.

The America's Cup is an important opportunity to show what Plymouth can

do, and First Great Western is committed to doing all it can to support the event and the City.



Mark Hopwood First Great Western's Managing Director and Plymouth City Council Leader Vivien Pengelly helping fit the new doors for the station

Plymouth Junior Chamber Summer Celebration Night

Thursday, 15th September 2011

Summer Celebration and social drinks from 7.30pm-late at View 2. This is an exciting time for Plymouth with the Hoe expected to be full with thousands of AC World Series spectators and a number of supporting events being hosted throughout the City. To celebrate this Plymouth Junior Chamber is holding its own major event, a social drinks evening at View 2, including a hog roast and local band The Rock and Roll Outlaws.

This event will be Plymouth Junior Chamber's largest of the year and is our summer celebration of our new founded involvement in the City. The event will be open to both members and non-members and we would like to encourage Plymouth's young business people to come along and seize this opportunity to meet our current delegates in an informal surrounding.

Due to the size of the event it will be subject to a charge to both members and non-members with prices as follows:

- Members of PJC £18 (£15 + VAT)
- Non Members of PJC £30 (£25 + VAT)

Your attendance fee gets you:

- Entry to a prime location during the America's Cup World Series
- Hog Roast
- Live Band
- The opportunity to have fun and relax with other like-minded young business people

As you can tell, we are really excited about this event and we hope you are too. We look forward to seeing you and your friends on 15th September 2011 with your suits ditched and your social caps on. To book your place on this event please visit <http://www.plymouthjuniorchamber.co.uk/events>

America's Cup Uncovered - a new episode every Saturday

Featuring behind-the-scenes sneak-peeks, athlete profiles and up-close action on and off the water, *America's Cup Uncovered* takes an in-depth look at the 34th edition over the next two years, offering an exclusive window into one of the most prestigious events in sport.

Future episodes will showcase features such as 2011 AC World Series venues including the beautiful seaside destinations of Plymouth and San Diego; a look at the very beginnings of a sailing legend's career onboard the boat built by his father; a helicopter tour of San Francisco Bay with a famed former America's Cup helmsman; and a one-on-one with the international businessman behind one of the strongest teams in the hunt for the Cup.

Traffic Management – Road Closures

Tens of thousands of visitors are expected in Plymouth between 10 and 18 September for the America's Cup World Series. The world's top sailors will be racing in the Sound and the Hoe will be buzzing with the America's Cup Experience.

During the event there will be either full or partial road closures around the Barbican and the Hoe to ensure the safety of visitors. Full closures are planned from 10am to 11.50pm on 10, 11, 16, 17 and 18 September.

It may also be necessary for roads to be closed on other days during this period depending on the number of visitors.

Plymouth City Council is working to ensure visitors are able to enjoy the event safely while also minimising the disruption and maintaining access to businesses and properties on the waterfront.

The road closures will be advertised for the following roads: Southside Street, The Barbican, Madeira Road, Lambhay Hill, from its junction with Madeira Road for a distance of 50 m in a northerly direction, Hoe Road, Jennycliff Lane, from its junction with Stamford Lane to its junction with Staddon Lane.

Madeira Road and Jennycliff Lane will be re-opened to traffic as soon as possible on the dates shown. However, Hoe Road will remain closed from the junction of Madeira Road to its junction with Pier Street until 11.50pm to allow visitors to safely enjoy the live, evening entertainment on the Hoe.

In addition to the road closures there will also be parking and loading restrictions on Bath Street, Lockyer Street, Princess Street (north side), Lawrence Road, St Johns Road and Church Hill Road (Plymstock).

Cyclists will be permitted to cycle along the closed roads. The Council is working with a number of businesses and organisations within the road closures to discuss individual access requirements during the America's Cup World Series. Bus companies have been advised of the road closures and will amend routes appropriately.

America's Cup Uncovered

A new 30-minute episode will be posted every Saturday. Watch the first two episodes now at www.americascup.com/en/Latest/Videos/

PUMA Selected as Official Sportswear Partner for the 34th America's Cup

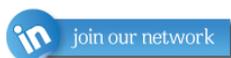
Just days away from the first event of the new look America's Cup, the America's Cup Event Authority today introduced its official sportswear partner, PUMA. In addition to their role as sportswear partner, PUMA will operate both the official online and pop-up fan shop in ports hosting the 34th America's Cup races. The first America's Cup-branded merchandise offerings will be made exclusively available to fans attending the inaugural America's Cup World Series event August 6 – 14 in Cascais, Portugal.

As the official sportswear partner, PUMA will serve as the exclusive licensee of event-related sportswear for the America's Cup Event Authority and America's Cup Race Management teams, including their sailing performance gear.

The partnership between the 34th America's Cup and PUMA represents the continued reinvention of the Cup. From the groundbreaking AC45 wing-sailed catamaran and breakthrough television graphics to athlete's view cameras and premium sportswear, every change of the 34th edition is focused on transforming the sport of sailing into fan-driven experience.

Craig Thompson, CEO, America's Cup Event Authority said: "The new America's Cup represents a radical shift in the way people will connect with the sport of sailing. We've looked at every component of the event from the viewer's eye so we can create customized experiences for audiences around the globe. We're committed to providing the ultimate in performance sportswear for our fans, and in PUMA, we've found a partner who can deliver on that promise."

"PUMA's approach to sailing has always been a little bit different," said Antonio Bertone, Chief Marketing Officer for PUMA. "We're the mavericks in the industry, intent on shaking up the sport with campaigns, products and partnerships that reach new audiences, dial up the 'fun' and push the boundaries of performance technology. America's Cup embraces a similar philosophy and re-emerged as the hottest thing to happen to professional sailing in decades. We're excited to come aboard as the official sportswear partner for the Cup."



PUMA first entered the sailing category in 2008 when it developed a line of performance and lifestyle footwear, apparel and accessories to support the launch of the PUMA Ocean Racing. Driven by a massive global marketing machine focused on media and fan engagement, its early successes helped establish PUMA as a credible sailing brand and paved the way for the partnership with the America's Cup.

The 34th America's Cup and PUMA also share a commitment to sustainability and the health of the world's oceans. The 34th America's Cup is embarking upon a major ocean awareness campaign aimed at restoring the health of the world's oceans by inspiring people to take immediate action. PUMA is committed to working across the globe in sustainable, creative and innovative ways to lessen the company's impact on the environment and to give back what it takes from the planet by seeking to reduce its carbon footprint in all areas of business. Ocean preservation will be a major focus for PUMA across all of its sailing platforms. Additionally, the America's Cup sportswear produced by PUMA will be made from more sustainable fabrics.

"We want partners who not only understand the dramatically changing landscape of sport, but also the importance of putting the needs of our stakeholders at the forefront, which is evident in PUMA's commitment to global sustainability," added Thompson.

"Environmental stewardship is our collective responsibility," said Bertone. "Together with the America's Cup, we have a unique opportunity to reach people across the globe and raise awareness of the critical importance of marine preservation."

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PLYMOUTH
UNIVERSITY**

