

THE WORLD'S TOUGHEST ROWING RACES

FACING THE ATLANTIC



LA GOMERA TO ENGLISH HARBOUR 2011



THE CHALLENGE

A race in a two man rowing boat from La Gomera in the Canary Islands to English Harbour in Antigua, the West Indies.

An unsupported and totally self sufficient race of 2,500 nautical miles departs from La Gomera in December. Entrants must deal not only with 50ft waves, oil tankers and sharks but tackle the very limits of their physical and mental fitness.



Left: The stormy waters of the Atlantic.
Right: The route.

THE CHARITY: FACING THE WORLD

A UK-based charity that offers surgery to children with facial disfigurements. All the children are from countries where such pioneering techniques are unavailable.



Founded in 2002 by Martin Kelly and Norman Waterhouse, two surgeons at the forefront of their profession at London's Chelsea & Westminster Hospital, it has now grown from one office co-ordinator in her spare bedroom to a 60-strong surgical team with much more office space and support.

The charity now funds: transport for families from their homeland to London; all necessary surgery and nursing care at the Cromwell

Hospital; accommodation, education and all possible support for families away from home. The team then works on rebuilding courage, confidence and self esteem.

Helping up to six children at any one time here in the UK, they now are working on several training centres closer to the families' homes as well as developing their relationship with London hospitals and pharmaceutical agencies.

FACTS

Year One:
Two surgeons

Year Seven:
Sixty surgeons

Growth:
started with £4000,
relies solely on
donations
and fundraising
alone with NO
governmental help

**Number of
children helped:**
32. Most recently
Landina from Haiti



Hasida
pre-operation



Hasida
post-operation



Landina from Haiti



Landina from Haiti



Jessica
pre-operation



Jessica
post-operation

"Bert and James are doing a great thing, using their time, skills and risking themselves to raise funds for Facing the World charity, they are putting back into life for something they believe in, I wish them well and success on their voyage."

Sir Chay Blyth

"Great good luck to Bert and James for their epic adventure. Facing The World is an exceptional organisation, and rowing the Atlantic will be an exceptional feat. I am full of admiration."

Michael Atherton OBE

"It sounds like a cliché but the race will change you. I'm sure you'll ask, when in the middle of the ocean, why you entered. When you reach land there will only be pride in what you have achieved. Best of luck!"

James Cracknell

Triple Olympic Gold Medalist



"Good luck to James and Bert for what they are doing to raise money for the charity Facing the World. It must be terrible to be an outcast and feared because of what you look like. Facing the World makes me realise how lucky the rest of us are..."

Kristin Scott Thomas

"It is said that as we grow older, we get the face that we deserve. Let's not make them wait that long."

Martin Kelly, Facing The World Co-Founder

OUR AIM...

Our aim is to raise £230,000 for the charity to develop its training centres and ongoing work, plus an additional £70,000 to cover the voyage.

This is a colossal amount of money that would quite literally transform their lives. As individuals this looks an impossible mountain to climb: together, it is achievable.

Most of these children don't know that help is even possible let alone available. By making a donation to FTW you will give a child the most beautiful gift ever...a future.

A donation from you will perform a miracle. Please do something extraordinary: bring hope where there isn't any.

Allow these children to smile.



Trang





THE CREW

Bert Portal, 42 (44 come race day) has been an actor for 20 years. Close friend of Martin Kelly, co-founder of Facing the World. With the tragic death of Martin two years ago, Bert, true to his word, is now completing this challenge for Martin's charity. This event will take him out of his comfort zone as normally he can do a day's filming in a boat and then go home! He lives in London.

Why Bert wants to do this:

"...to raise a large amount of money for an extraordinary charity requires an extraordinary challenge-one that will literally test you to your very limits. This charity is close to my heart and 60 days of heightened physical and indeed mental danger is nothing compared to what these children go through. Crossing the Atlantic will be the culmination of a long held ambition .I can think of no finer test than to come face to face with your fears and having to learn to come to terms with them."

Email: bert@facingtheatlantic.com

James Cash, 33 (35 come race day) is a personal trainer with over 10 years' experience. Although a keen participant in sporting events including Marathons, Triathlons and long distance cycling, he is in no doubt that the challenge of the Atlantic Ocean is his biggest (by far) to date. He lives with his wife in London.

Why James wants to do this: "...My reason for choosing this crossing as a way of raising money is simple...because I can. There are many people who, for various reasons, are unable to do something like this. Thankfully, I am fit, strong and healthy and I want to take part in something where the challenge is tough and significant enough to warrant the amount of sponsorship I seek. It is a charity so worthy of support: the courage of these children puts us to shame. When looking back over my life, I'd like to be able to see something which challenged my own nerve and strength and made a real difference to others."

Email: james@facingtheatlantic.com



The Crew

Bert Portal (left) and James Cash (right)

To make a donation:

Please send cheques payable to

Facing The Atlantic,

to 43 Hopton Road, London SW16 2EL.

Telephone: 020 8696 9949

FACTS

Inspired by Chay Blyth and John Ridgeway's 1966 crossing, the Ocean Rowing race concept was born

First rowed singlehanded by Tom McLean in 1969

First crossing of the Atlantic was completed in 1896 by George Harvo and Fred Samuelson taking 75 days, totalling 3075 miles

Fewer people have rowed across the Atlantic than have climbed Everest

It takes place between November and January to take advantage of the calmer weather and favourable seas

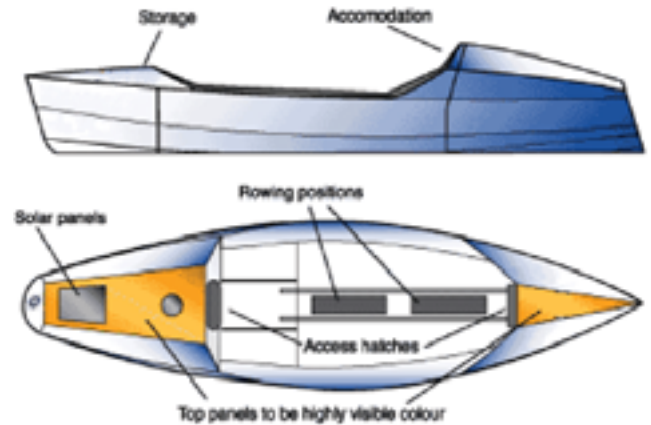
The race began with one boat and now sends out around 20 crews

The race will take between 39 and 90 days depending on conditions

Any assistance means disqualification from the race

Anyone between the ages of 18 and 65 is eligible to enter

THE BOAT



Designed specifically for the Atlantic rowing race, this *no-frills* boat draws from lifeboats of the 1960s. Two rowing positions, storage for all equipment, supplies and shelter are incorporated in this simple, self-righting design.

Solar panels are used to charge the batteries for all power. Be it iPods, location beacons or the water de-salinator, there is only the sun for watts and human legs for thrust. All food, re-hydration and rest takes place within the 7x2m vessel.

- 7m long by 2m wide
- Weighs 650kg
- 3 water tight hatches
- Off limits water ballast in hull
- All electrics drawn from solar batteries
- Short wave radio and SeaMe communications
- Full GPS location technology

INITIAL COST

As in all extreme pursuits, there are various costs to consider. The estimation is between £60,000 and £70,000.

ENTRY FEE	£16,000
BOAT	£15,300
EQUIPMENT	£18,000
SHIPPING	£6,500
TRAINING	£1,000
FOOD	£1,000
FLIGHTS & ACCOMMODATION	£3,000
TRAILER	£1,500

LIFE ON BOARD

A FEW OF THE FREQUENTLY ASKED QUESTIONS...





What happens in an emergency?

Support vessels shadow the entire fleet ready to give assistance in emergencies only. This can be in person or over the VHF radio on board. Assistance does however rule out any further participation in the competition.

What navigation systems are used?

Teams use a GPS and the stars.

What training is required?

Training is the sole responsibility of the team. Sea survival, navigation and first aid are the minimum requirements not to mention hours and hours on a rowing machine!

How do you go to the toilet?

Bucket and chuck it!



FOR YOU ...

HOW CAN WE HELP YOU?

Corporate branding or displaying of logos on oars, interior of boat, exterior of boat e.g. gunwhale (from a media point of view this part of the boat is visible from all angles).

Website branding from our own project website

A photo shoot, (with boat) displaying your logo which can be used as promotional material

A post race seminar for your company when back in the UK

We're hoping to take part in the 2011 London Marathon where we'll pull the boat behind us for 26.2 miles watched by a worldwide audience

As well as this there are a number of photo calls before the race itself where your logo/branding will be present on our clothing

An array of evenings from now until Dec 2011 including dinners, auctions, even a quiz. At each of these your branding will be prominently displayed.



IN FACT, YOU'LL BE WITH US ALL THE WAY
FROM NOW UNTIL THE FINISH



WWW.FACINGTHEWORLD.NET

FACING THE WORLD



WWW.FACINGTHEWORLD.NET
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bert@facingtheatlantic.com
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