



Press Release  
Thursday 8th November 2007

## **The Transat B to B will start with a brand new title partner: ECOVER**

**Excellent news for the organisers of the Transat B to B: ECOVER to become the main title partner for the race, which will now called the Transat Ecover B to B. A sponsorship agreement was signed on Thursday afternoon between the organisers of the transatlantic race and Ecover – who will now join forces with the institutional partners of Finistère, the Breton Region and the Forêt Fouesnant of North West France.**

*"The arrival of Ecover will strengthen the race organisation and consolidates several months of work in the quest to associate a private partner with the local public communities" announced Gaëtan Gouverou, organiser of this transatlantic race, earlier today. "This support will contribute to the internationalisation of the event and also forms part of the development of the Imoca fleet. It is a partnership that will enable the organisation to make full use of its communication tools, ensuring that the race can be followed by everyone in the best possible way."*

ECOVER is an international company that manufactures ecological detergents and cleaning products. ECOVER is also active in the professional cleaning sector and meets the needs of personal hygiene and body care.

In 1992 ECOVER built the very first ecological factory in the world in Malle, Belgium. In the meantime it has added a second branch in Boulogne-sur-Mer, France. Since its establishment in 1980 ECOVER has been a pioneer in the area of sustainable and ecological undertakings. Long before the current ecological awareness trend, ECOVER realised that sustainability is necessary in the long run. Via its marketing activities, ECOVER strongly contributes to sports.

*"We are delighted to become the title sponsor for this great event and look forward to a successful partnership for this edition. ECOVER has become increasingly involved in sailing through their flagship sponsorship of Mike Golding, as well as more recently our support of Peter Laureyssens. The recent opening of our ecological factory in Boulogne-sur-Mer demonstrates our commitment to the French market and our sponsorship of this event serves to further underline this. May I take this opportunity to wish all the participants good winds and safe passage and we look forward to an exciting and competitive event,"* comments Mick Bremans, Managing Director, Ecover.

### **The Transat ECOVER B to B**

Transatlantic Race from Bahia / Port la Forêt

Single-handed Imoca 60' race – Qualifier for the Vendée Globe 2008/2009

Return race for the Transat Jacques Vabre

Mr Philippe Facques, Race Director

17 boats are registered but only 15 will take the start of the race (currently set at 25th November 2007). The dismasting of Artemis just a few days ago during the Transat Jacques Vabre and that of Pindar on the approach to Le Havre - 25th October 2007 – have unfortunately forced them to withdraw from the competition. The organisation obviously

regrets these two withdrawals and would like to send their sincere encouragement to both teams.

### **Engaged**

- \*Akena V erandas: Arnaud Boiss eres (Groupe Finot 1998)
- \*Cervin enR: Yannick Bestaven (Groupe Finot 1996)
- \*Aviva: Dee Caffari (Groupe Finot 1998)
- \*Brit Air: Armel Le Cl ac'h (Groupe Finot 2007)
- \*Chemin ees Poujoulat: Bernard Stamm (Farr 2003)
- \*Ecover: Mike Golding (Owen Clarke 2007)
- \*Foncia: Michel Desjoyeaux (Farr 2007)
- \*Generali: Yann Eli s (Groupe Finot 2007)
- \*Great America III: Rich Wilson (Nivelt 1999)
- \*Groupe Bel: Kito de Pavant (VPLP-Verdier 2007)
- \*Roxy: Samantha Davies (Groupe Finot 2000)
- \*Safran: Marc Guillemot (VPLP-Verdier 2007)
- \*Gitana Eighty: Loick Peyron
- \*Groupe Misonneuve: JP Dejeanty
- \*Spirit of Canada: Derek Hatfield

### **Not participating**

- \*Artemis: Jonny Malbon (Owen Clarke 2003)
- \*Pindar: Brian Thompson (Kouyoumdjian 2007)

### **www.transatbtob.com**

The website will be accessible from Saturday 10th November. Throughout the duration of the race it will provide information, photos and analysis, as well as the rankings and the race course in elapsed time. The rankings and 3D courses will enable the race to be tracked regularly (6h/12h/18h French time). The race videos can also be viewed on the website thanks to sailingnews.tv - the top French web TV in sailing as well as the official race TV channel. The radio sessions will be broadcast live on the website and pre-recorded extracts can be downloaded. French sailing guru Pierre-Fran ois Bonneau will be producing a daily race column. The 'Competitor Info' section will allow everyone to access the very latest news from aboard the monohulls.

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