

Key West 2010
presented by Nautica

January 18 – 22, 2010

Media Advisory – Schedule – Registration

Dear Media Representative:

Key West 2010 is shaping up to be another premier event in the world of sailboat racing. The 23rd edition of this event will again see boats and sailors from around the world and across the United States gathering at the southernmost point in the continental US for great competition and their annual reunion.

I hope you will join us. Whether you will be on site, or are covering the event from your home base, we hope you will register in advance and update our records. You may register using the attached form.

The following is a one-page summary of information to help you plan your coverage.

As always, we need your articles and web links! As you know, media coverage greatly enhances the exposure and the value of the event for participants, sponsors, and all interested parties. Premiere Racing would very much appreciate your including us in your distribution – whether it is in print or in cyberspace. Any photograph or mention of Key West 2010 is of great interest to us. Thank you in advance for sending us either the actual publications or notification for our follow-up.

Our contact information follows:

Premiere Racing, Inc.
67 B Front Street Marblehead MA 01945
Phone: 781-639-9545 Fax: 781-639-9171
Email: Jeanne@Premiere-Racing.com
Web: www.Premiere-Racing.com

Please let us know if you have any questions. We look forward to receiving your registration, updates and information.

Best regards,

Jeanne Kleene
Premiere Racing, Inc.

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NAUTICA
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Florida Keys
& **Key West**
... come as you are®

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**A PREMIERE
RACING EVENT**

- Continued -

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Media Advisory

Schedule:	Race Dates:	January 18 – 22, 2010
	Event Location:	Key West, Florida USA
	Headquarters:	Race Headquarters - The Historic Seaport at the Key West Bight
	Media Facilities:	Media Center - Centrally located at William and Caroline Streets
	Press Officer:	Bill Wagner
	Registration:	Sunday January 17, 2010
	Media Administration:	Paul Clarin and Patty Miller
	In Advance:	Contact Premiere Racing – email, mail or fax the registration on the next page

Ten races are scheduled. Three races will constitute a series. At the discretion of the Principal Race Officers, a third race may be held. There are no scheduled lay days. In the event of a no-race day, the last day of racing will remain Friday, January 22. Two things to note: as in 2009, the number of potential races is 10 and the Harbor Start is 9:00 AM.

Schedule Highlights:

Sunday January 17:

Entry Registration	0900 - 1700
Media Registration	1100 - 1800
Panel Discussion	1600 - 1700
Welcoming Reception	1800 - 2000

Daily Monday – Friday, January 18-22:

Harbor Start	0900
Warning Gun – First Race	1030
Shoreside Activities	1700 - 1800
Awards and Evening Party	1800 - 2000

Details and locations will be available at
the Media Center and on the web site

Planning:

Please visit www.Premiere-Racing.com for Current Entries/Scratch Sheet, Event Details, Press Releases, Results, Sailing Instructions and the Notice of Race, Maps and Schedules, and travel information.

The Accommodations Center is a very good place to start for assistance with accommodations and travel plans. Phone: 1-800-732-2006 - Fax (305/294-7356) - Email: info@accommodationskeywest.com or link to them through our web site.

If you are flying American Airlines, take advantage of our group discount of 5%. Use group code 2710AK when booking.

Photo boats:

Media representatives and photographers desiring to cover the event on the water are encouraged to make their own arrangements for boats or charters. Premiere Racing has limited space onboard media boats for photographers and journalists. We will make best efforts to accommodate all requests, but cannot promise daily access to shared resources.

The following guidelines are in place for access to the event media boats:

Requests will be handled through a daily sign-up on site. We ask that you provide credentials or details from your publication or project. Requests from photographers and journalists who are not on assignment cannot be accommodated. Premiere Racing is not responsible for lunches, drinks or wet weather gear. Best efforts will be made to accommodate requests from photographers and journalists concerning their choice of racecourse. Final authority regarding courses viewed rests with the onboard Premiere Racing representative.

Please note sailing instruction 21.3: Media, photo and spectator boats shall not interfere in any way with boats racing or with the race committee and must comply with this instruction and with the oral directives of the race committee on the water.

Event name:

Please use the official event name – **Key West 2010, presented by Nautica.**

Video:

Any commercial video of the event must be licensed by Premiere Racing, Inc.

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Media Registration Form [\(this form is also posted as a pdf "fill-in"\)](#)

Name:

Publication / Organization:

Position:

Mailing Address:

Email Address:

Website Address:

Contact Phone:

Please indicate if these are mobile / cell phones

Alternate Phone:

Fax Number:

Primary Media:

Periodical
Newspaper

Radio
Television

Internet Site
OTHER _____

Please indicate one:

I will attend Key West 2010
I cannot attend
I am not yet sure if I will attend

If you are covering a specific boat or class, or are primarily interested in boats from a specific region, please let us know.

Additional Comments or Questions:

MEDIA BOAT – will you have your own boat for on the water coverage?

If so, please provide this information now (or at the Media Office on site)

Boat Make/Model _____

Boat Captain/Driver _____

Cell Phone _____

Please return to: Premiere Racing, Inc. 67 B Front Street Marblehead MA 01945
Phone: 781-639-9545 Fax: 781-639-9171 Email: Jeanne@Premiere-Racing.com

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Mark Your Calendars!

December 18 Entry Deadline
December 30 Preliminary Scratch Sheet Posted
January 17 Registration
January 18 First Day of Racing
January 22 Last Day of Racing