



## Breast Cancer Care

Breast Cancer Care has been working for over 30 years listening and talking to people about breast cancer. They provide accurate, easy to understand information as well as practical and emotional support. They are the only charity working across the UK to provide these services. Every year they are contacted almost two million times for support and information through their helpline, website and publications.

All their services are free.

41,000 women and 300 men are diagnosed with breast cancer each year in the UK. Every 13 minutes someone receives the devastating news that they have breast cancer. Through their challenge, Lin and Rachel are raising money to help ensure that these women and men receive support and information when they need it most.

[www.breastcancercare.org.uk](http://www.breastcancercare.org.uk)

Please visit our website regularly as we will update it with more information as the campaign progresses

[www.atlanticrowingchallenge.co.uk](http://www.atlanticrowingchallenge.co.uk)

email: [info@atlanticrowingchallenge.co.uk](mailto:info@atlanticrowingchallenge.co.uk)

[www.breastcancercare.org.uk](http://www.breastcancercare.org.uk)

[www.justgiving.com/atlanticrowing](http://www.justgiving.com/atlanticrowing)



ATLANTIC ROWING  
CHALLENGE

In support of BREAST CANCER CARE

ANTIGUA

LA GOMERA

## Support the Challenge of a lifetime...

**Rachel Smith** and **Lin Griesel** will be taking on the challenge of a lifetime when they embark from **La Gomera** in November 2007 in their bid to smash the current British women's record for **rowing across the Atlantic** during the Atlantic Rowing Race.

Rachel and Lin will aim to complete the gruelling **2,935 mile journey** from the Spanish Island that will hopefully see them arrive triumphantly in **Antigua**, early in February 2008 with only each other for company. During the race they expect to experience extremes of blistering heat, stark conditions and 30 foot waves, dodge large tankers and meet a variety of wildlife, not all of which is friendly!

As well as setting a new record, their second challenge will be to **raise over £90,000 for Breast Cancer Care**, the UK's leading provider of breast cancer information and support.

Friends for over ten years, Rachel and Lin have wanted to do something for charity for several years. Since both women have seen family members affected by breast cancer in the past, **Breast Cancer Care** was a natural choice.



## What the Challenge costs

Boat (including Electrics, Fixtures/Fittings, Paint)	£25,300
Entry Fees	£15,000
Equipment	£ 5,500
Transport/Accommodation	£10,600
Communications	£ 2,500
Food/Clothing/Insurance/Training	£ 4,500
Contingency	£ 3,160
<b>TOTAL</b>	<b>£66,560</b>
<b>Plus Funds for Breast Cancer Care</b>	<b>£90,000 Additional</b>



Lin and Rachel need to raise in excess of £60,000 in order to take part in the Challenge and a further £90,000 to donate to **Breast Cancer Care**. This huge task relies on the generosity and support of companies, organisations and especially YOU who are keen to highlight and help the work of **Breast Cancer Care**.

## Sponsorships

### Gold Supporter – Donations worth £10,001+

Company Logo positioned on the cabin area with roughly 1m<sup>2</sup> of space. Limited to 6 sponsors.

### Silver Supporter – Donations worth £1,001 to £10,000

Company logo positioned on the hull area with roughly 1/3m<sup>2</sup> of space.

### Bronze Supporter – Donations worth £26 to £1000

Company name on the boat.

### Land Crew Membership – Cost £25 per person to register as Land Crew

Receive regular email bulletins from the rowers.

Have your name listed inside the boat to be taken across the Atlantic during the race.

## What will you get from supporting the Challenge?

	Gold	Silver	Bronze	Land Crew
Sponsor name on boat	yes	yes	yes	yes
Invitation to official boat launch	yes	yes	yes	yes
Mention on our website	yes	yes	yes	yes
Invitation to Pink Ball	yes	yes	yes	yes
Pre-prepared editorial material	yes	yes	yes	–
Postcard from Antigua	yes	yes	yes	–
Link from our website	yes	yes	–	–
Branding on boat	yes	yes	–	–
Company description on website	yes	yes	–	–
One personal appearance/motivational talk	yes	–	–	–
Logo on our website	yes	–	–	–
Feel good about supporting Breast Cancer Care	yes	yes	yes	yes

... and much more!

If these don't float your boat, you could always consider one of the following:

**Feed us for a day** – 80 days available at £75 each, with birthdays (two!), Christmas and New Year at £100 to allow for a few luxuries! See your name and picture on your chosen day on our website.

**Buy a specific item** – with so many pieces of kit to put together, you could choose to pay for a particular item, from furry seat covers to sleeping bags, cookers to toilet roll!

Check out our website for further information on the things you can do to help, or if you'd like to make a straightforward donation, please go to

[www.justgiving.com/atlanticrowing](http://www.justgiving.com/atlanticrowing)