



## **J.P. Morgan Asset Management announced as title sponsor of the Finn Gold Cup 2012**

The Royal Cornwall Yacht Club (RCYC) is pleased to announce that investment management firm J.P. Morgan Asset Management will be the title sponsor of the Finn Gold Cup which takes place in Falmouth from 13 – 18 May 2012. The J.P. Morgan Asset Management sponsorship extends to the whole Falmouth Finn Festival, which consists of two championships for the Finn Class dinghy starting with the British National Finn Championship and followed by the Finn Gold Cup.

Speaking at today's (Friday 8 July) press launch at the RCYC in Falmouth Peter Collett Commodore of RCYC, expressed the club's enthusiasm for the Festival:

*"The Royal Cornwall Yacht Club is extremely pleased to be hosting the J. P. Morgan Asset Management Finn Festival in 2012. The Finn Gold Cup has not been contested in this country for many years and will arguably be the most prestigious and competitive regatta ever to be sailed in Falmouth Bay. We are excited to have the opportunity to welcome a host of sailors from all over the world to our wonderful sailing waters in Falmouth. We are delighted to have our title sponsor onboard; the event could not take place without J.P. Morgan Asset Management support. We would also like to thank other generous partners including Cornwall Council, Cornwall Development Company/VisitCornwall, Falmouth Town Council, GUL International, Cornwall Ferries Ltd, Falmouth Harbour Commissioners, Falmouth Watersports Centre, National Maritime Museum Cornwall and Falmouth Festivals Ltd".*



#### **Image Caption**

*L-R Robin Taylor (Event Director), Geoffrey Evans (Falmouth Mayor), Peter Collett (RCYC Commodore), Ben Ainslie CBE (Triple Olympic gold medallist and five times Finn Gold Cup winner), Malcolm Bell (Visit Cornwall Head of Tourism), Andy Dennison (Chairman British Finn Association) & Jim Currie (Cornwall Council).*

The Finn Gold Cup is the annual World Championship of the Finn Class, with a fleet of up to 100 boats from as many as 50 nations. During the regatta some of the sailors will be competing to win a place to represent their country at the Olympic Games. The British National Finn Championship, the annual championships of the British Finn Association, will precede the Gold Cup and hopes to attract 40 – 50 boats from across the UK.

The competition dates for the J.P. Morgan Asset Management Finn Festival are:

- 4 – 8 May 2012 - J.P. Morgan Asset Management British National Championship
- 13 – 18 May 2012 - J.P. Morgan Asset Management Finn Gold Cup



Roger Thompson, Head of *J.P. Morgan Asset Management* UK, explained the reasons behind the sponsorship:

*"We're delighted to announce our title sponsorship of the Falmouth Finn Festival 2012. We've been involved in sailing for the last seven years as title sponsor of the J.P. Morgan Asset Management Round the Island Race and we are also in our 5<sup>th</sup> year as title sponsor of Ben Ainslie supporting his bid to win a fourth gold medal at London 2012, so today's announcement further confirms our commitment to the sport. J.P. Morgan Asset Management's involvement in sailing continues to be thoroughly rewarding, not just in terms of our brand but also in helping us connect with our existing and potential clients. To be involved in an event like the Falmouth Finn Gold Cup with the best sailors in the world competing is an honour and we hope our support can make the event a great success."*

The J.P. Morgan Asset Management Finn Festival will be sailed in the wide expanses of Falmouth Bay and thanks to the support of key local stakeholders entertainment will be planned throughout the Festival. As a member of the RCYC and a current competitor in the Finn class, triple Olympic gold medallist sailor Ben Ainslie was present to help officially announce the J.P. Morgan Asset Management sponsorship at the launch:

*"It's fantastic that the Royal Cornwall Yacht Club have won rights to host the Finn Gold Cup and have a title sponsor in J.P. Morgan Asset Management onboard. The Gold Cup is one of the most respected events in the dinghy calendar, which I've competed in on numerous occasions and have also been lucky enough to win. I first started sailing in these waters and some of my family still live in the area, it fills me with great pride that Cornwall will get to show off her excellent sailing facilities, I'm looking forward to competing in May 2012"*

Councillor Geoffrey Evans, Mayor of Falmouth expressed his excitement for the Festival:

*"I am very pleased that Falmouth will be hosting the J P Morgan Asset Management Finn Festival in 2012. Falmouth has superb sailing waters, well-organised sailing clubs and a vibrant and supportive community that make it such an ideal venue for sailing events. There will be an exciting Olympic-themed shore-side programme culminating with a grand firework display, I would like to extend my thanks to everyone involved in the organisation and look forward to a highly successful event".*

On a poignant note the RCYC are dedicating the J.P. Morgan Asset Management Finn Festival to the memory of Andy Tyler, who was the driving force in bringing the event to Falmouth. Sadly Andy passed away earlier this year. Andy was passionate about sailing and had grand plans for the Festival – this prestigious event, will be a fitting tribute to Andy's inspirational vision.

On behalf of the family Gail Dingle, Andy Tyler's partner said:

*"We are extremely proud that the Finn Festival will be held in Falmouth in 2012, Andy worked tirelessly to bring this event to Cornish waters so that the people of Cornwall could witness the sport that he so loved, at an elite level. This would have been a very momentous day for him".*

The official website for the J P Morgan Asset Management Finn Festival is launched today – follow the build up to the event on [www.falmouthfinnfestival.com](http://www.falmouthfinnfestival.com)

marketing campaigns.

**About the Royal Cornwall Yacht Club** - situated in an idyllic waterfront setting of the Greenbank area in Falmouth, the Royal Cornwall Yacht Club (RCYC) was formed in 1871, and is the 15th oldest "Royal" yacht club in England. The first patrons of the Club were Queen Victoria and the Duke of Cornwall (the future King Edward VII). The current patron of the Club is HRH Prince Charles who succeeded his father, the Duke of Edinburgh, in 1977. Falmouth has long been a venue for major regattas, and the club has been instrumental organising major sailing events since before the Second World War. Large yachts of the J-Class visited in the 1930s, and the Club is looking forward to welcoming them back in 2012.

**TITLE SPONSOR:**

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- St Mawes Sailing Club
- Flushing Sailing Club

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