

## ***Battle at the “Top of the World” in the SAILING Champions League Final in St Moritz***

**St Moritz, 28 August 2018 – Thirty-two of the world’s best sailing clubs representing twelve nations are set to fight for the prestigious silver trophy in the SAILING Champions League Final 2018, due to take place in St Moritz on 30 August to 2 September. Whoever ends up earning the title of “Best Sailing Club of the Year” will quite literally feel on top of the world, as the winning crew will be celebrating on top of a podium that stands 1,856 metres above sea level, on the shores of Lake St Moritz.**

The host club of Sailing Club St Moritz has been working closely with the city of St Moritz and the region Graubünden to make sure that this gathering of international talent is given a world-class reception in this beautiful corner of Switzerland, high up in the Alps. The 32 clubs that have made it to the Final qualified through highly competitive Semifinals, the first held in the warm winds of Porto Cervo back in June, the second in St Petersburg when the Russian city put on some very strong and challenging winds.

Quite what conditions will meet the competitors in St Moritz is anybody’s guess; it could be cold and light airs like last year’s event, or St Moritz could show its other side with warm, strong breezes as the predominant theme. Whatever St Moritz sends their way, the best sailors are those that are most adaptable to changing conditions in 15 flights of eight identically-prepared one-design sportsboats.

### **Winner to be determined in new Final Series**

This year’s Final will be the first time for running a four-boat Final Series which was successfully trialled a month ago in Travemünde at the inaugural Youth SAILING Champions League. The top four boats from the Qualifying stage go through to the Final Series, carrying forward their ranking from Qualifying as a single race score. So, the winner of Qualifying would carry through a race win, the runner-up would carry through two points, and so on. In the Final Series, the teams will race against each other until one team has won two races. If the winner of Qualifying wins the first race of the Final Series, they become the outright winner of the SAILING Champions League 2018. On the other hand, the maximum number of races that could take place is four, if the race wins have been evenly distributed across all four teams.

The aim of the format is to provide more of a climax for the spectators whilst retaining a format that is fair to those who have performed consistently over the previous days of competition. Emil Kjaer, helmsman of Kongelig Dansk Yachtklub, runner-up at Youth SAILING Champions League, commented: “The new format makes the event really exciting for the spectators and for us sailors. We like to sail under pressure.”

Martin Berthod, Director of St Moritz Tourism, welcomes the sailors and visitors: “This event is an absolute high point of the year. For those that haven’t visited us before, I think St Moritz will take their breath away, and not just because the air is thinner up here! We believe it’s a spectacular place to stage the big SAILING Champions League Final. Thanks to the legendary Maloja winds, St Moritz and the Upper Engadine have become world-renowned sailing destinations. Furthermore, I would like to extend a special thanks to our sponsors and partners, without whose support this event would not be possible.”

Supported by  INTERNATIONAL SAILING LEAGUE ASSOCIATION

The SAILING Champions League is proud to be supported by a number of key partners: Juvia, KRAFTWERK, DEDON, Breitling, Badrutt's Palace, DKSH, SAP and Marinepool.

### Livestream and results by SAP

As with all SAILING Champions League events, the final two days of racing on Saturday and Sunday will be live broadcasted by SAP from 12:00 hrs (UTC+2), with expert commentators providing blow-by-blow analysis of the racing, aided by the detail provided by SAP Sailing Analytics. The final races are scheduled for Sunday, 14:00 hrs (UTC+2). The SAP Sailing Analytics provide 24/7 additional statistics and data for sailors, fans, spectators and media like GPS tracking, real-time analysis, live leaderboard combined with 2D visualisation. You find all results on [sapsailing.com](http://sapsailing.com)!

You can follow the action on Saturday here: [youtube.com/watch?v=6P2cLd3J-o](https://www.youtube.com/watch?v=6P2cLd3J-o)

Embed link for Saturday:

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<iframe width="560" height="315" src="https://www.youtube.com/embed/_6P2cLd3J-o"
frameborder="0" allow="autoplay; encrypted-media" allowfullscreen></iframe>
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You can follow the action on Sunday here: [youtube.com/watch?v=4lctaNYsZCk](https://www.youtube.com/watch?v=4lctaNYsZCk)

Embed link for Sunday: <iframe width="560" height="315"

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src="https://www.youtube.com/embed/4lctaNYsZCk" frameborder="0" allow="autoplay;
encrypted-media" allowfullscreen></iframe>
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To follow all the action online, tune into the livestream on Sunday and Monday. This will be available on Facebook, YouTube and also on [www.sailing-championsleague.com](http://www.sailing-championsleague.com).

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### Background Notes for Editors

#### PAST WINNERS OF SAILING CHAMPIONS LEAGUE

2018 – Youth SCL: Bodensee Yacht Club Überlingen, Germany

2018 – Women's SCL: Kongelig Dansk Yachtklub, Denmark

2017: Yacht Club Costa Smeralda, Italy

2016: Deutscher Touring Yacht Club, Germany

2015: Kongelig Norsk Seilforening, Norway

2014: Kongelig Dansk Yachtklub, Denmark

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## HOW DOES THE SAILING CHAMPIONS LEAGUE WORK?

The most successful National Sailing League clubs compete against each other in three SAILING Champions League events, two semi-finals and then a Final. Each club forms a team from its most accomplished sailors. To win the title and the much sought-after trophy, the clubs have to perform under pressure and put in a world-class performance when it matters most. Short races, one-design boats, a standardised course and a competition between the most prestigious sailing clubs in the world - all these ingredients combine to guarantee sailing at its best.

## THE IDEA BEHIND SAILING CHAMPIONS LEAGUE

It's a straightforward format that has been working well in football for years; now we have clear proof that it also works for sailing: *An international club competition generating high levels of media interest and a competition that clubs, sailors and fans can all identify with.*

The idea behind SAILING Champions League is simple: it's the championship of the national champions. The most successful clubs of the National Sailing League countries are competing against each other to fight for the title: "Best Sailing Club of the Year".

## WHY NATIONAL SAILING LEAGUES?

The SAILING Champions League is based on the same proven and successful format of National Sailing Leagues. It all started out with a bold experiment in 2013 with the creation of the German Sailing League in 2013. The format was the brainchild of consulting and holding company "Konzeptwerft" in conjunction with some of the leading German sailing clubs as well as the German Sailing Association.

The concept took off like wildfire and it wasn't long before it started capturing the attention of sailors in other countries. The organisers of the German Sailing League started getting several serious inquiries from all around Europe and even from the USA. In 2014, Denmark became the first European country to adopt the format of a National Sailing League along the lines of the German model. As of 2018, 17 countries in Europe and the USA are running their own National Sailing Leagues. The logical conclusion of this trend? One international League for the national champions and the best of the National Sailing Leagues – the SAILING Champions League.

## YOUTH SAILING AND WOMEN'S SAILING CHAMPIONS LEAGUES

Following the exponential growth of the League format, the next obvious steps were to create special Leagues for Youth and Women's competition. So for the first time in 2018 we see sailors competing in the Youth SAILING Champions League and Women's SAILING Champions League. It's all about making league sailing as accessible and attractive as possible to a wider group of sailors, as well as increasing the appeal to sponsors and commercial partners.

## HISTORY OF SAILING CHAMPIONS LEAGUE

In 2013, the consulting and holding company "Konzeptwerft" in Hamburg revolutionised the sport of sailing in Germany. For the first time the clubs raced directly against each other in a friendly competition called the National Sailing League. The concept took the ages-old tradition of "club versus club" and turned that friendly rivalry into a competition that immediately caught the interest of sailors around the country. It ignited a passion for inter-club competition that hadn't previously existed. This enthusiasm not only caught the attention of the nationwide sailing community but also regional and nationwide media.

With a TV live stream as well as in-depth race analysis provided by SAP Sailing Analytics, fans and indeed anyone interested in sailing can follow each race of the National Sailing Leagues in real time on the internet. A panel of sailing experts and professional TV presenters bring all the action and excitement directly to people's homes and sailing clubs around the country.

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