



Alpine Showdown for the SAILING Champions League Final

Hamburg, 24 July 2019 – Twenty-four yacht clubs from ten nations are set to fight for the prestigious silver trophy in the SAILING Champions League Final 2019, due to take place in St. Moritz, Switzerland on 15 to 18 August. Whoever ends up earning the title of ‘Best Sailing Club of the Year’ will already be on a high, as they celebrate on the top step of a podium that stands 1,856 metres above sea level on the picturesque shore of Lake St. Moritz.

The venue is one to take the breath away, particularly for first-time visitors such as the crew members representing the Royal Sydney Yacht Squadron from Australia. This is the first time that Oceania is represented at the SAILING Champions League Final after the Aussie team earned their wild card at the National Sailing League of Oceania which was launched in April this year and is helping make league sailing an intercontinental success.

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. Adrian Ehrbar, Director of St. Moritz Tourism, commented: "This event is an absolute high point of the year and builds on a long-standing sailing tradition in St. Moritz that dates back to 1939. It was in that year that the Zürich Yacht Club held their regatta in the Upper Engadine instead of in Zürich. Two years later, the St. Moritz Sailing Club was born. Thanks to the legendary Maloja winds, St. Moritz and the Upper Engadine have become world-renowned sailing destinations."

The clubs that have made it to the Final qualified through one of three highly competitive Qualifiers, held earlier in the summer in Palma, Mallorca, followed by Porto Cervo on the northern coast of Sardinia and finally in St. Petersburg, Russia. The racing will take place in front of a spectator stand where fans and VIP guests can cheer the crews.

VIP guests, partners and journalists have the opportunity to take part in a Sailing Experience or a motorboat ride on Lake St. Moritz and to meet the sailors personally at meet and greets (registration required).

The SAILING Champions League is supported by a number of key partners: Juvia, KRAFTWERK, DEDON, Badrutt's Palace, Breitling, St. Moritz Tourism, Graubünden, DKSH, SAP and Marinepool.

Livestream and results by SAP

The final two days of racing on Saturday and Sunday will be live broadcasted by SAP, with expert commentators providing blow-by-blow analysis of the racing, aided by the detail provided by SAP Sailing Analytics. 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.

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Background Notes for Editors

PAST WINNERS OF SAILING CHAMPIONS LEAGUE

2019: Youth SCL: Bodensee-Yacht-Club Überlingen, Germany
2018: Circolo della Vela Bari, Italy
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

HOW DOES THE SAILING CHAMPIONS LEAGUE WORK?

The most successful National Sailing League clubs compete against each other in four SAILING Champions League events, three Qualifiers 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 2019, 21 countries in Europe and Oceania 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.

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YOUTH 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 saw 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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