

## ***Women's SAILING Champions League 2020 to Take Place in Cascais***

**Hamburg, 6 March 2020: The second edition of the Women's SAILING Champions League will take place from 23 to 25 October 2020 at the Clube Naval de Cascais in Portugal. League sailing has recently demonstrated massive growth outside Europe and with the new edition of the Women's SAILING Champions League it sets another milestone in making the format even more attractive for female sailors. These encouraging developments show that the format continues gaining popularity among sailing clubs worldwide.**

With the first edition of the Women's SAILING Champions League in 2018, an international, club-based women-only competition was created and the foundation was laid to engage more female sailors in this club-versus-club competition. The development of women's regattas has progressed widely also at national level. The 'Women on Water' (WoW) initiative originating in Denmark is now spreading rapidly and has already been adopted in several other European countries and proved a great success in 2019, not least in Portugal. Women-only keelboat regattas have also been established in Austria, France, Germany, Switzerland, the United States and the United Kingdom.

For Women's SAILING Champions League 2020 each of the 20 active National Sailing Leagues gets the chance to send one team to the regatta. The International Sailing League Association (ISLA) leaves the decision which club to nominate for the event to the national leagues.

Vasco Serpa, promoter of the Portuguese Sailing League and the WoW initiative in Portugal, is one of the event organizers in cooperation with the Clube Naval de Cascais. He is very excited about hosting the women-only regatta: "We are super stoked to have the Women's SAILING Champions League in Cascais. It is a natural step forward for a community that is already running very successful events at national level. Clube Naval de Cascais is ready and happy to receive all the female teams coming to the event and Cascais Bay will offer the perfect conditions for the sailors to perform!"

### **SAILING CHAMPIONS LEAGUE**

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.

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**How to follow the SAILING Champions League:**

Facebook: @SailingCL

Instagram: @sailing\_champions\_league

YouTube: @SailingCL

Website: [www.sailing-championsleague.com](http://www.sailing-championsleague.com)

Website of SAILING Champions League – Asia Pacific: [www.nationalsailingleague.com.au](http://www.nationalsailingleague.com.au)

**Background Notes for Editors**

**PAST WINNERS OF SAILING CHAMPIONS LEAGUE**

2019: Royal Sydney Yacht Squadron, Australia

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

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**HOW DOES THE SAILING CHAMPIONS LEAGUE WORK?**

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**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 to become the SAILING Champions League Winner.

### **SAILING CHAMPIONS LEAGUE – ASIA PACIFIC**

In the seventh year of the SAILING Champions League series with over 20 national sailing leagues in Central Europe, the USA and Australia, the format expanded into the Asia Pacific region in 2020. The best sailing clubs in the Asia Pacific region can qualify for the SAILING Champions League – Asia Pacific Final in their own qualification series. The region “Asia Pacific” comprises the states of the country groups I, J, K and L defined by World Sailing. An overview can be found on [www.sailing.org/mna](http://www.sailing.org/mna). The top-three clubs of the SAILING Champions League Asia Pacific Final qualify for the grand SAILING Champions League Final in Europe.

### **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.

### **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