

THE ROAD TO THE Red Bull YOUTH AMERICA'S CUP



KAENON
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Kaenon Polarized Announces “Road to the Red Bull Youth America’s Cup”

New Campaign Follows Three of the Sport’s Elite Young Sailors on their Journey

Newport Beach, CA – May 7, 2013 —Kaenon Polarized, the Newport Beach-based performance and lifestyle sunglass brand, and proud supporter of sailing, and youth sailing specifically, is proud to announce the launch of the [“Road to the Red Bull Youth America’s Cup.”](#) This social media campaign following three of the most talented young sailors on the planet today is now live on Kaenon.com.

What’s life like for an up-and-coming sailor whose singular goals are Olympic Medals or World Match Racing Tour Championships – until the America’s Cup and their new breed of high-speed, wing-powered multihulls, comes calling? Through their eyes, voices and writings, we’ll get a peek at the highs and the lows, the real and raw life of a professional sailor when long-term personal goals are interrupted with the near-term opportunity: to lead a Youth America’s Cup team on AC45’s during America’s Cup action on San Francisco Bay this summer.

Kaenon’s “Road to the Red Bull Youth America’s Cup” will focus on the journey of Olympic Silver Medalist Pete Burling and World Match Racing Tour skipper Will Tiller – both from New Zealand – and US Sailing Team member Charlie Buckingham, as each leads their young teams in the inaugural Youth America’s Cup.

For the first time in the history of the America’s Cup, young, talented sailors have a clear pathway towards competing for one of the most prestigious trophies in sport. The Red Bull Youth America’s Cup is an extreme sailing competition that opens the door for young sailors to gain the experience they need to become part of a Cup team and compete in one of the world’s most prestigious sailing competitions.

From now until the culminating event at the Red Bull Youth America’s Cup in September, we’ll be following three of the sports up-and-coming stars as they travel around the globe preparing for the big event in San Francisco this summer. Meet the sailors:

Charlie Buckingham: the Newport Beach, CA native who grew up surfing and sailing. Coming from a family rich in sailing history, he eventually found himself graduated from Georgetown University as one of the most decorated collegiate sailors of all time. Now he’s on a mission to win Olympic Gold in the single-handed Laser class, and he’ll be making a stop in San Francisco along the way.

“Family influence and accessibility to the ocean drew me to water sports from an early age. Surfing became a creative outlet for me, but sailing fueled my competitive fire.” – Charlie Buckingham.

Pete Burling: Though young, Pete is a seasoned competitor who began chasing greatness from an early age from his home country of New Zealand. His innate sailing skill has propelled his sailing profile and merited him amazing success at a very young age, including Olympic Silver in London.

“After the buzz of returning to NZ with an Olympic medal, it was awesome to get the call up to helm the AC45, which are such physical boats. It is a very steep learning curve. Bring it on...” – Pete Burling.

Will Tiller: A New Zealand native, Will grew up sailing but actively pursued other sports concurrently. When things didn’t pan out in other areas, he realized his true passion is sailing and through hard work and dedication Will has quickly made a name for himself as he secured a victory in the 2012 World Match Racing Circuit.

“When I failed in my pursuit of the youth worlds in the Laser class I had a stint away from the sport as the lure of college rugby took precedence. After figuring out I wasn’t the physical specimen I believed myself to be, it was back to sailing.” – Will Tiller.

Three elite young sailors, from three different backgrounds, on three different paths, all leading to the same goal: to win the Red Bull Youth America’s Cup. Join us as we pull back the curtains on the life of these young men and take a look into what it takes to become the world’s best.

For more information visit: <http://www.kaenon.com/2013/sailing>

About Kaenon

Since 2001, Kaenon has continued its mission to provide unmatched optics and performance-ready, lifestyle frames, all with superior fit and luxurious style. With proprietary and revolutionary SR-91 polarized lenses, Kaenon continues to push the boundaries of active optics with award-winning, prescription-ready sunglass styles and lifestyle inspired optical frames designed in California and made in Italy.

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