



For Immediate Release

RS Sailing and BIC Sport Team Up to Pioneer Adventure Sailing Programs in U.S. and Canada

RS Sailing North America and BIC Sport North America announce a joint effort to promote a new-age pathway for kids to find their passion for sailing. The goal is to provide a more formalized learning track parallel to what has been done traditionally, and excite youth sailors with modern sailing craft.

Building on the success of the **O'Pen BIC** singlehand dinghy in North America, the **RS Feva** is the next logical step into a two person dinghy with asymmetrical spinnaker and skiff-like performance. The RS Feva is also highly successful in other countries. Both boats have proven to be extremely popular with youth sailors and equally acclaimed by sailing educators. The bomb proof plastic construction, easy self rescue, and speedy modern rigging make them extremely practical for sailing programs. No more fiberglass repairs!

As sailing programs struggle to retain sailors, the O'Pen BIC & RS Feva are perfectly suited to so-called "adventure" sailing programs that focus more on fun and seamanship than just racing. And for those aspiring to competition, there is already an existing schedule of events, and look for more O'Pen BIC/Feva joint events in the future. O'Pen BIC & Feva regattas are known for new formats that challenge boat handling and that kids love.

The O'Pen BIC -> RS Feva collaboration coincides perfectly with new initiatives to excite and retain youth sailors with alternatives to the traditional pathway, such as the **Grow Sailing** initiative. The partnership will include a promotional tour and events to showcase just how fun the adventure pathway can be in modern boats, and how it can extend from first steps afloat right through to adult sailing.



The O'Pen BIC is a 9ft singlehander that uses recyclable materials in a skiff-like hull and new-age rig. Just two minutes to rig, completely self-bailing, no maintenance, and less expensive. The O'Pen BIC is ideally suited from beginners to advanced, from 60 to 130 lbs

The RS Feva is a 12ft doublehander suitable for two sailors from approximately 200 to 250lb combined. It also has a fully battened mylar mainsail, as well as jib and asymmetric spinnaker. The RS Feva is a logical graduation from the O'Pen BIC into the social element of two-person sailing with asymmetric fun and modern skiff-like performance.



ABOUT BIC SPORT: Founded in 1979, by the Bich Family, of BIC Pen fame, BIC Sport grew from a passion for watersports partnered with world-renowned expertise in sustainable manufacturing. World leader in windsurfing for over 30 years, BIC Sport has branched out over the past decade into surfboards, kayaks, junior sailboats and paddleboards (SUP) with the aim of providing high-quality, innovative products with exceptional value. Visit www.bicsport.com to learn more about the company and to discover the full range of BIC Sport products.

ABOUT RS SAILING: Celebrating 21 years in 2015, RS Sailing is an International small boat brand with a range of 15 unique and award winning designs from entry level to high performance skiffs, catamarans and keelboats. Fully established in Europe as the leading performance and recreational provider, RS Sailing is now available and growing fast across North America via a network of leading small boat retailers - backed up with a fanatic class association and international event calendar.



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