

Mount Gay® Rum Named Official Rum Sponsor of the Volvo Ocean Race Newport

Sail Newport announces that Mount Gay Rum will once again sponsor the Volvo Ocean Race Newport Stopover, May 8-20, 2018. The sponsorship celebrates the unique heritage of Mount Gay Rum's association with the sailing world. The 'round-the-world sailing race will make its only North American stop in Newport.

“Mount Gay is one of the most iconic brands in sailing and we are excited to partner with them to bring this world-class event to Rhode Island,” said Brad Read, executive director of Sail Newport, Delivery Partner for the Volvo Ocean Race Newport Stopover.

“For more than 30 years, Mount Gay Rum has been a committed member of the sailing community as both a proud supporter of the world's most prestigious sailing events and as the official drink of sailors around the globe. “We are delighted to partner with the Volvo Ocean Race and bring the famous après-sailing parties for which Mount Gay has become known for,” said Dorothee Heriard Dubreuil, Director of Marketing for Mount Gay Rum at Rémy Cointreau USA.

The Volvo Ocean Race is a 45,000 nautical mile sailing race that takes its teams around the world, across four oceans, touching six continents and 12 Host Cities. The competition is fierce, the conditions are grueling and the adventure of life onboard 24 hours a day is the ultimate test of a team and human endurance in pursuit of victory.

Mount Gay Rum's association with adventure sailing goes back to the days of early ocean explorers who were known to bring home a barrel of Barbadian rum as proof that they had successfully made passage to the “New World.” And since 1703, Mount Gay has maintained the tradition of handcrafting rum on the island of Barbados, making it the world's oldest rum.

The sponsorship will include integration at promotional events leading up to the May event, along with activation at the Newport Stopover to include an outdoor cocktail café. Over 130,000 visitors enjoyed the Race Village during the 2015 Stopover.

The Volvo Ocean Race Newport Stopover will be a rare opportunity for visitors to view the world's top sailors and race boats during an exciting and entertaining 12-day event in Newport. The Race Village will be open to the public for free and will include up-close viewing of the race boats and narrated racing events off the shoreline of Fort Adams State Park, tours of the working Boatyard, a “pit row” of team compounds, sponsor pavilions, experiential exhibits and activities and the classic après-sailing moment with Mount Gay Rum.

A feature at the Newport Stopover will be the “One Ocean Exploration Zone” where guests of all ages can experience interactive exhibits on marine life, ocean science, sustainability and exploration. In addition, entertainment and activities for families will include events, music, a sailors' parade, dock-out shows and international food. Also, families will be able to participate in “Try Sailing” where Sail Newport will provide an opportunity to experience the sport aboard their fleet of boats.

ABOUT THE VOLVO OCEAN RACE NEWPORT STOPOVER

The only North American Stopover of the Volvo Ocean Race will be hosted by Sail Newport, Rhode Island's Public Sailing Center, the State of Rhode Island Dept. of Environmental Management (RIDEM), Discover Newport, and the City of Newport. This 12-day stopover celebration and festival will be open to the public for free and will include a Race Village (opens May 8, 2018) with entertainment, a One Ocean Exploration Zone, children's' activities, a food court, team compounds, sponsor pavilions a theater. On-the-water activities and sailing events are scheduled for each day such as free Try Sailing for all ages, M32 and other sailboat racing, up-close viewing of the race boats at dock and racing during the Pro-Am Race, the In-Port Races, and the boat parade and Leg Start to Cardiff, Wales (May 20, 2018) All sailing will take place within yards of the Race Village on the shoreline at Fort Adams State Park. Website: www.volvoceanracenewport.com

ABOUT MOUNT GAY

For more than three centuries, Mount Gay has been handcrafting the world's finest rum on the island of Barbados. Using only the finest sugar cane molasses and pure coral-filtered Barbadian water, Mount Gay Rums are double-distilled, matured in toasted American oak barrels and expertly blended by Master Blender Allen Smith. The result is a spirit of profound character and distinct flavor. The Mount Gay portfolio includes 1703 Master Select, XO, Black Barrel, Eclipse and Silver. For more information visit www.mountgay.com and www.facebook.com/mountgayrum.