

## **NEWS RELEASE**

### **TALISKER® SINGLE MALT SCOTCH WHISKY TO SPONSOR COWES DAYBOAT SERIES**

The Cowes Clubs and Classes Association (CCCA) is delighted to announce the support of Talisker, The Single Malt Scotch Whisky -Made by the Sea, in sponsoring all the weekend dayboat regattas at Cowes from April to October in 2011 and 2012. Racing is run in turn by six yacht clubs (Royal Yacht Squadron, Royal Thames YC, Royal London YC, Royal Corinthian YC, Island Sailing Club and Cowes Corinthian YC) for the seven local dayboat classes (Darings, Dragons, Etechells, X One Design, Six Metres, Sonars and Flying Fifteens).

According to Giles Peckham, Chairman of the CCCA: "The involvement of Talisker, who are also a supporting sponsor of Aberdeen Asset Management Cowes Week, means they will now have full coverage of the Cowes sailing season. For the yacht clubs of Cowes this will ensure they will be able to continue to provide quality race management for both round-the-cans and particularly windward-leeward courses in the Solent."

The Talisker Solent Series will comprise fourteen weekend regattas using shoreline starts and the Talisker Cowes Keelboat Championship will comprise six weekend regattas using committee boat starts.

For further information please contact Giles Peckham or Bob Milner at [ccca6@btinternet.com](mailto:ccca6@btinternet.com) or Juliet McInnes at [juliet.mcinnnes@diageo.com](mailto:juliet.mcinnnes@diageo.com) for the Talisker brand.

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#### **About Talisker**

Talisker and the CCCA both share a strong affinity with the sea and the Talisker distillery attracts thousands of sailors each year.

Deep and stormy, like the ocean crashing over the rocky shores of its island distillery, TALISKER is the only single malt Scotch whisky rugged enough to call the Isle of Skye its home and has been distilled at this location since 1830. Talisker is a full bodied and smoky single malt scotch whisky with a warm and intense after taste.

Talisker has won numerous awards over the years and has recently won Gold at the 2010 International Wine and Spirits competition and received Gold at the San Francisco World Spirits Competition for 2010.

#### **About Diageo**

Diageo is the world's leading premium drinks business with an outstanding collection of beverage alcohol brands across spirits, wines, and beer categories. These brands include Johnnie Walker, Guinness, Smirnoff, J&B, Baileys, Cuervo, Tanqueray, Captain Morgan, Crown Royal, Beaulieu Vineyard and Sterling Vineyards wines. Diageo is a global company, trading in more than 180 countries around the world. The company is listed on both the New York Stock Exchange (DEO) and the London Stock Exchange (DGE). For more information about Diageo, its people, brands, and performance, visit us at Diageo.com. Visit [www.drinkaware.co.uk](http://www.drinkaware.co.uk) and our global resource [www.DRINKiQ.com](http://www.DRINKiQ.com) for information and guidance on responsible drinking. In Great Britain, Diageo is a member of The Portman Group and supports The Drinkaware Trust. Celebrating life, every day, everywhere

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