



# bulletin

Come share the spirit

THE FISA 2010 WORLD ROWING CHAMPIONSHIPS - NEW ZEALAND

ISSUE 7 - 13 FEBRUARY 2009

## FISA visit

FISA will be visiting Karapiro from 29th March. In total they will be here for four days with Matt Smith, Coleen Orsmond, Svetla Otzetova and Mike Tanner attending.

## Dates for the diary

- 2nd Waipa Regional Working Group will be held on the 12th February.
- The Banklink National Rowing Championships will be held at Twizel, 17th-21st February
- The Aon Maadi Cup '09 will be at Lake Karapiro, 30th March-4 April.

## Chief Press Officer

The next appointment to K2010 will be the chief press officer who will begin their role before FISA's arrival in April.

## Ticket research

TNS Conversa have been appointed the task of surveying ticket pricing.

## Legal partner

Minter Ellison Rudd Watts have been confirmed as our legal partner for the World Championships 2010.

## NIWA partner

We welcome NIWA to our World Championships 2010 as a partner. They will be on hand during the championships to give us the latest in up to date weather data. A weather station is being installed at the venue.

## International visitors

The British and Canadian team managers have already visited Karapiro this year with the French, Germans and USA expected shortly.

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## 'Share the Spirit' roadshow

The Karapiro World and National Championships tour has been confirmed. A media advisory will be released for its launch in May 2009 and in the meantime design briefings and the build is starting. Below outlines the reasoning and objective for the road show:

Our stakeholder briefings showed the need for us to 'connect' and 'interact' nationally and internationally with rowers past and present, potential spectators and those new to the sport. This was ultimately summed up with our single organising idea of 'Share the Spirit'. Our roadshow will go one step further and will give everyone the chance to Share the Spirit and partake in the World Championships in 2010.

### The objective of our interactive roadshow:

- To increase the number of athletes, spectators and visitors to New Zealand.
- To promote the values of our Karapiro World Championships; World Class, Inspiring, Authentic and Captivating.
- To support the goal of the World championships event: build the database of 40,000 and aim for 80,000 spectators.
- To promote NZ Rowing throughout the 2009 World regatta circuit allowing us to engage with federations, athletes, FISA family and clubs alike.
- To promote Rowing throughout NZ for 12 months prior, allowing us to engage with all ages and all socio-economic groups.

### Concept:

An interactive 20ft high top container is being specifically designed and built to travel the World. Inside the container are four Concept2

ergometers, connected to head up displays which give the participant the latest virtual sports experience on a simulated Lake Karapiro. There is also the option within the container to host and entertain from a lounge area. The roadshow will be supported by NZ personnel throughout its journey. We will collect a database and showcase its journey through You Tube, facebook and our website. For a preview please go to: [www.youtube.com/watch?v=V4SyoLXde8](http://www.youtube.com/watch?v=V4SyoLXde8)

### The proposed destinations are:

**June 19-21st.** Munich, Germany. FISA World Cup.

**July 2-5th.** Henley Regatta, UK: 200,000+ spectators.

**July 10-12th.** Lucerne, Switzerland. FISA World Cup.

**July 23-26th.** Racice, Czech Rep. World U23 Rowing Champs.

**August 23-30th.** Poznan Poland. FISA World Championships 50,000 spectators.

**September 4-6th.** Austria, Vienna. Sept World Masters.

**October 17-18th.** Head of the Charles Regatta, Boston, USA, 300,000+

Much thanks must go to the parties who have come to support us so far: Maersk Shipping, Digital Rowing Ltd, Concept 2, New Improved Ltd, Neil Gaught Ltd and Tourism NZ.



World Class

Authentic

Inspiring

Captivating