



**bluQube announced as title sponsor for  
Ostar qualifier, 'Solo 1000' sailing race**

***- Bristol-based financial management software company to support one of sailing's most exciting and challenging solo events***

**Bristol, 16<sup>th</sup> April 2008** - **bluQube**, the leading financial management software, is to become the principal sponsor of what will be known as the **bluQube Solo 1000** sailing race that takes place between 29<sup>th</sup> June and 12<sup>th</sup> July 2008 and involves 3 legs covering 1,000 miles. The race is an official qualifier for the famous 2009 OSTAR and according to organisers **Racing at Petit Bateau** represents one of the most testing competitive solo events in the sailing calendar this year.

Race Director Paul Peggs from Petit Bateau, an organisation which has over 360 solo sailors as members commented, "The bluQube Solo 1000 will be the highlight of the Racing at Petit Bateau programme for 2008 and we anticipate approximately 30 entries. 22 have already been received, representing Canada, Ireland, Sweden, Norway, Holland and of course the UK. It is the official qualifier for the 2009 OSTAR, the iconic transatlantic race previously won by Ellen MacArthur."

"The boats will range from Open 40's to at least three identical water ballasted JOD 35's. The skippers have a vast amount of solo sailing experience, including OSTAR winners and circumnavigators. A hard fought and very close contest is guaranteed, played out over two weeks and 1000 miles of offshore sailing between the UK, Ireland, Spain and France."

Simon Kearsley, Managing Director of bluQube and a keen sailor himself commented, "We are delighted to be supporting this unique event, it is a fabulous opportunity for us. Sailing is a perfect fit for us as a company and reflects many of our own brand values such as 'openness', 'being different', 'thinking outside of the box' and so on. It is also an extremely popular pastime amongst our target audience that comprises senior management and finance professionals. It is also something that we can use to make accounting software more appealing and helps to raise our profile in what is an extremely competitive marketplace."

"We are no stranger to sailing sponsorship and have enjoyed substantial benefits from past events we have supported including the **Global Challenge** Around the World Yacht Race. Sponsoring an event such as the Solo 1000 provides a great communications platform for both our customers and staff and we are looking forward to working with and supporting an organisation such as Racing at Petit Bateau, which represents a unique forum that champions the interests of solo sailing enthusiasts across the globe."

Paul Peggs adds, "Apart from one event which is solely for commercially sponsored boats with massive budgets, this is by far the biggest and most challenging solo race run from British water in the last few years. It will also be the first to have full satellite tracking of all boats in the fleet, with a state of the art race viewer, enabling those on shore to follow the cut and thrust of the action on the water. "

"Long distance solo racing is one of the most challenging forms of sailing. It requires highly developed skills and experience, coupled with the mental toughness to face and overcome difficulties alone, despite adverse weather and the effects of sleep deprivation. This race will be a great test"

bluQube is also a name sponsor of professional yachtsman **Steve White** of **White Ocean Racing** whose ambitions include competing and winning the Vendee Globe later this year. Steve is currently looking for additional sponsors to fund his entry into the race ([www.whiteoceanracing.com](http://www.whiteoceanracing.com))

As part of the deal bluQube will get full branding on publicity material for the event and will also donate prizes for a number of different categories.

[www.petitbateau.org.uk](http://www.petitbateau.org.uk)

[www.bluqube.co.uk](http://www.bluqube.co.uk)