

N e w s R e l e a s e

For immediate release

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Seldén Mast sponsors SailJuice Winter Series for the third year

Seldén Mast confirms it will return as title sponsor for the SailJuice Winter Series for the third year running.

In 2018, Seldén was handed over the sponsorship baton from GJW Direct for the winter sailing series which is based around the UK's biggest winter handicap events.

Appealing to many different classes, typically the series attracts entries from over 100 different types of boats from fleets as diverse as the traditional Norfolk Punt and National 18 to emerging classes like the Hadron H2 singlehander.

“We’re delighted to return as title sponsor of the Seldén SailJuice Winter Series,” says Seldén Mast Ltd Managing Director, Steve Norbury. “As a company making spars for so many of the classes that enter the series, we feel a responsibility to do what we can to ensure that the sailors have events to compete in, all year round. It’s our chance to give something back.”

A series competitor and previous prize winner himself, Steve continues: “At the end of the day, our sport is all about participation, and opportunities for all. I think that SailJuice is really important for bringing people together and increasing the participation in the sport.”

The Series has a good track record of retaining long-term sponsors. Founder and co-organiser of the Series, Andy Rice, comments: "It's great to have Seldén onboard for their third year as title sponsor for the 20/21 series. Without the support of companies like Seldén, who are as dedicated as we are to the health and success of the small-boat scene in the UK, we wouldn't be able to run this series which has become such a focal point for racing over the winter months. With so much racing cancelled this year due to the pandemic, we're making plans for a great turn out and expect the usual high quality of competition under the Great Lakes Handicap numbers."

The races that will form the 2020/2021 Seldén SailJuice Winter Series are as follows:

Fernhurst Books Draycote Dash, Draycote Water Sailing Club - 21 & 22 November 2020
Datchet Flyer, Datchet Water Sailing Club - 5 & 6 December 2020
Burghfield Brass Monkey, Burghfield Sailing Club- 27 December 2020
Grafham Grand Prix, Grafham Water Sailing Club - 3 January 2021
Bloody Mary, Queen Mary Sailing Club - 9 January 2021

King George Gallop, King George Sailing Club - 23 January 2021
John Merricks Tiger Trophy, Rutland Sailing Club - 6 & 7 February 2021
Oxford Blue, Oxford Sailing Club - 13 February 2021

Ends

Notes to editors

High res images are available online at <https://maa.agency/media-centre>

About Seldén Mast Ltd

- Seldén Mast Ltd is the UK subsidiary of the Seldén Group, with facilities for manufacturing carbon, dinghy and custom yacht spars.
- The company is the world leader in dinghy spars, with more races won with Seldén spars than any other brand.
- Working in partnership with large OEM dinghy builders, Seldén Mast Ltd designs and manufactures complete kits of parts for boats.
- Seldén Mast Ltd manufactures custom yacht spars for some of the world's most prestigious brands. The design department combined with the state-of-the-art fabrication facilities (for both carbon and aluminium masts) allows Seldén Mast Ltd to customise the standard yacht product to the higher levels of quality and functionality required by the world's most exclusive yacht builders.

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