

ATLANTIC CUP KIDS

The Atlantic Cup Kids Program Presented by 11th Hour Racing

Summary Report

July 18, 2018



The Atlantic Cup Kids Program stands as a separate program and schedule of events within the greater structure of The Atlantic Cup. The program is intended to initiate outreach and bring young students to one of the three Kids Day events throughout the Atlantic Cup. There they can engage and learn about boats and sailing, racing and the oceans as well as some of the many pressing marine environmental issues. To that end, the program provides young minds with new educational, experiential and inspirational opportunities to reframe how all these subjects more directly relate to their own lives and futures.

In 2018 Julianna Barbieri and Hugh Piggim, principles of Manuka Sports Event Management engaged Dave Rearick, co-skipper of the 2013 winning Atlantic Cup team, solo circumnavigator of the globe and 11th Hour Racing Ambassador to coordinate and expand the kid's program beyond its success in 2016.

1. The 2018 Overview

Through the targeted support of 11th Hour Racing, Dave Rearick and members of Manuka Sports Event Management were able to put significant time into rolling out a much-expanded educational program focusing on in school or event interactions between educational establishments, after school clubs and the Atlantic Cup Teams and its management. Over 2,000 children were exposed to the following; the mechanics of sailing, marine life, sustainable practices and knot tying all while hearing inspiring stories of those competing in the Atlantic Cup.

The Atlantic Cup visited three cities located along the east coast of the United States and following conversations with the Official Education Partner, 11th Hour Racing, Manuka Sports Event Management and Dave Rearick it was decided that in addition

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to visits to the Atlantic Cup during the race, the Kids Program would also make contact and plan to visit as many schools as possible within each city prior to the race start. This decision enabled race management to reach a significantly larger audience.

2. The 2018 Syllabus:

Each onsite visit consisted of four main stations in which students gained valuable understanding and hands on experiences of the world around them. Students spent between 15 to 20 minutes of time at each station.

a. *Mechanics of Sailing*

The Mechanics of sailing was split into two ten-minute segments allowing for variation with content. The first segment was led by Bainbridge International, a company that specializes in and distributes boat hardware within the United States. The three Bainbridge employees discussed how Atlantic Cup boats float, are powered and spoke about the math and physics involved.



This interactive piece involved questions and answers as well as examples of the principles of floatation. During this first segment classes were also told about mechanical advances in items such as winches used to control trim and make loads manageable to short-handed sailors.

The second section of this station revolved about the mechanics of sustainable sailing and was led by Manuka Sports Event Management team member Sam Holliday. Within this segment the idea of a circular economy was introduced as an alternative to the traditional linear economy still seen today. Alongside this, advances in technology with solar panels, hydro-generators and the move towards electric propulsion methods came into play with both solar panels and hydro-generators on display for students to see and experience.

b. *Marine Life*

Manuka Sports Event Management was delighted to once again welcome longtime race partner Sailors for the Sea to attend and play a vital role within the Marine Life station. Shelley Brown, Director of Education at the charity was onsite in each city and worked alongside a partner from the foundation Oceana.



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Sailors for the Sea focused on the importance of marine life, how marine life uses the ecosystem around them and how species such as whales have adapted over thousands of years to the environment in which they live. This station was very hands on with students being given the opportunity to look at what lives in each marine ecosystem visited by the Atlantic Cup. Sailors for the Sea also educated students on the vast size of whales and brought whale blubber for students to see, feel and smell.

c. Sustainable Practices

The sustainable Practices station focused on providing an interactive learning experience for those attending. Run by Manuka Sports Event Management staff and using art work specifically designed for this purpose, children were asked about the life cycle of a plastic water bottle, what happens when single use plastic ends up in a landfill and/or a marine ecosystem and how positive changes though recycling can make a difference by bringing new life to plastics. Children were shown products such as t-shirts made from recycled plastics and they played games in which they guessed how many single use plastic water bottles were used to create new items.



Students were also taught about the emergence of renewable energy and how they can get involved in fun events such as beach cleanups in order to reduce plastics and micro-plastics from entering marine ecosystems.

d. Knot Tying

The Knot Tying station remained a popular station with the children. It provided them the ability to understand how crucial knots are not only to the running of a boat, but also to the safety of those onboard. The knots taught ranged from simple figure eights to the more complicated bowline. This station was run by Atlantic Cup competitors and members of the Warrior Sailing Program. The informality of this station allowed for many of the students to engage in one on one conversation with competitors and hear stories of their time at sea and the decrease in marine life/increase in pollution.



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e. Boat Tours

Key to every Atlantic Cup school visit is the chance for school children to get on board the state-of-the-art boats and be provided a tour by the people that know them best. With eleven competitors in the 2018 edition of the Atlantic Cup, Manuka Sports Event Management was able to split children into groups of between five and seven providing the ability for the skippers to go into detail about what they eat, how they communicate with the outside world, how they stay safe and of course regale stories of storms or fast and exciting sailing.



Not only was the chance to tour the boats highly entertaining and informative for the students, but it was noted how much each student enjoyed hearing the various accents around the dock and the ability to not only learn about sail boats but the cultures in which many of the Atlantic Cup's foreign competitors come from.

f. Other stations

Throughout the event Dave Rearick was able to also organize several smaller stations, this included working alongside the Sea Bags Sailing Team who brought their J-22 to Maine Wharf, Portland to discuss the different types of sails and how recycled plastic is now being used for many of their products.



Dave was also able to once again partner with Presumscott School in Portland, Maine and their class of third graders who presented to other schools the knowledge they gained through their intensive, expedition-learning semester on the subject of lobsters. This unique experience allows these 9-10-year-old students the chance to teach other students and showcase their hard work.

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3. The Cities:

Charleston, South Carolina: Pre Atlantic Cup

Dave Rearick made a visit to Charleston prior to the Atlantic Cup and met with John Miller, who took a central role in helping organize schools within the Charleston Schools District. While there, Dave presented to various classes at eight different schools totaling 427 students. Dave also engaged with administrators, educators and representatives of local sailing organizations to help provide support and volunteers for the main Charleston event.

Charleston, South Carolina: During Atlantic Cup

Kids Day in Charleston drew 540 students in two sessions rotating through the five learning stations. Dave was also able to engage with several organizations and home-schooled individuals outside the normal schooling system – an additional 30 attended these sessions.

Jersey City, New Jersey:

Having had to change the venue of the Atlantic Cup's stopover in the New York City area from Brooklyn to New Jersey meant that both Dave Rearick and Manuka Sports Event Management had to forge new relationships with local schools. Due to this Dave was unable to attend Jersey City Schools prior to the running of this Atlantic Cup. Following continued work by Manuka Sports Event Management a partnership was formed between the Atlantic Cup and the Hudson Community Schools of Technology.

Despite the rain, the main event was well attended with 197 students circulating the five sessions. This partnership is an exciting one and one that will be built upon during the 2020 edition of the Atlantic Cup.

Portland, Maine: Pre Atlantic Cup:

Much like in Charleston, Dave Rearick, visited Portland prior to the Atlantic Cup's arrival. Dave gave seven presentations at various schools totaling approx. 340 students and met with various teachers and administrators to promote the program and gain commitments for participation in the harbor events.

Portland, Maine: During Atlantic Cup:

Kids Day in Portland drew just over 300 students from local schools. In Portland Dave was also able to engage with organizations and homeschooled individuals outside the normal schooling system. Approximately 40 were in attendance.

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TV Media:

The Atlantic Cup worked hard to secure the Kids Program with valuable television interviews and news articles. The Atlantic Cup secured television interviews prior to and during each Atlantic Cup Kids Day. A few are noted below:



WGME-TV, CBS: 204,422 Impressions:

Sailor shares stories of the sea with Maine kids:

<https://wgme.com/news/local/sailor-share-stories-of-the-sea-with-maine-kids>

WCIV-TV, ABC: 161,611 Impressions:

<https://abcnews4.com/lowcountry-live/atlantic-cup-charleston-kids-day>

WTAT-TV, FOX: 11,164 Impressions

<http://mms.tveyes.com/MediaCenterPlayer.aspx?u=aHR0cDovL21lZGhhY2VudGVyLnR2ZXllcy5jb20vZG93bmxvYWRnYXRld2F5LmFzcHg%2FVXNlckIEPTU0MTI3MCZNREIEPTk4NDAYOTMmTURTZWVvPTc4OTQmVHlwZT1NZWRpYQ==>

WTAT-TV, FOX: 11,164 Impressions

<http://mms.tveyes.com/MediaCenterPlayer.aspx?u=aHR0cDovL21lZGhhY2VudGVyLnR2ZXllcy5jb20vZG93bmxvYWRnYXRld2F5LmFzcHg%2FVXNlckIEPTU0MTI3MCZNREIEPTk4NDZMTmTURTZWVvPTQ2NjQmVHlwZT1NZWRpYQ==>

WCSC-TV, CBS: 41,127 Impressions

<http://mms.tveyes.com/MediaCenterPlayer.aspx?u=aHR0cDovL21lZGhhY2VudGVyLnR2ZXllcy5jb20vZG93bmxvYWRnYXRld2F5LmFzcHg%2FVXNlckIEPTU0MTI3MCZNREIEPTk4NTE1NjQmTURTZWVvPTkxNDZmVHlwZT1NZWRpYQ==>

News12, New Jersey: 1,180,225 Impressions

<http://www.news12.com/story/38322183/atlantic-cup-race-hosts-kids-day-in-jersey-city>

WGME-TV, CBS: 204,422 Impressions

<https://wgme.com/news/local/atlantic-cup-kids-program-lets-children-meet-the-sailors>

WPFO-TV, FOX: 8,695 Impressions

<http://fox23maine.com/news/local/atlantic-cup-kids-program-lets-children-meet-the-sailors>

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WGME-TV, CBS: 204,422 Impressions

<http://mms.tveyes.com/MediaCenterPlayer.aspx?u=aHR0cDovL21lZGhhY2VudGVyLnR2ZXllcy5jb20vZG93bmxvYWRnYXRld2F5LmFzcHg%2FVXNlckIEPTU0MTI3MCZNREIEPTk4OTI5NTEmTURTZWVkbPTU3MDkmVHlwZT1NZWRpYQ==>

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<http://mms.tveyes.com/MediaCenterPlayer.aspx?u=aHR0cDovL21lZGhhY2VudGVyLnR2ZXllcy5jb20vZG93bmxvYWRnYXRld2F5LmFzcHg%2FVXNlckIEPTU0MTI3MCZNREIEPTk5MTlwMTMmTURTZWVkbPTQ5NiZUeXBIPU1lZGhh>

Please see appendix 1 for Social Media figures:

Please see appendix 2 for E-Newsletter figures: