

MEDIA KIT



CHALLENGE PRINCE ALBERT II

Monaco

29 & 30
NOVEMBER
2019



COASTAL ROWING REACHES NEW HEIGHTS IN MONACO

For the last past fifteen years, the Challenge Prince Albert II has followed the evolutions of the world of coastal rowing.

With the 2019 edition, changes arise for the CPA2 who becomes an actor of these changes. The regatta is now scheduled at the end of the rowing calendar, after the World Rowing Coastal Championships (WRCC), end of November, beginning of December.

With the WRCCs more and more remote from Europe, Monaco -with the active support of the Prince's Palace- aims to become a place of high interest for European Coastal Rowing and wishes to offer a sport level barely seen before on a coastal rowing regatta. Rowers enthusiasts from all around the globe will be able to follow this high level sport thanks to a multiple video live transmission.

Being right after the World Rowing Coastal Championships and using hitherto unseen methods for the rowing microcosm, Challenge Prince Albert II aims to gather in the best conditions possible some of the elite crews to compete and bring high level regatta closer to the European rowing clubs.

As an extra motivation, the Organization Committee offers a total Prize Money of 27,000€ to winners and top 5 crews, writing history for the sport and placing Monaco as a pioneer and a major actor of the resurgence of a rising sport.



An total
endowment
of € 27.000 : a
never seen in
the world of
Coastal
Rowing.



With destinations like Peru (2015), British Columbia (2018) or Hong Kong (2019), the World Rowing Coastal Championships are often inaccessible for European clubs. Positioned at the end of the rowing calendar, the Challenge Prince Albert II becomes the perfect European rendezvous, bringing together the best crews for an extraordinary competition, transforming the Principality of Monaco into a major European hotspot of Coastal Rowing.

"With the Challenge Prince Albert II, Monaco will become the place where coastal rowers gather to share in an outstanding showcase, the excellence of a booming rising sport ."



THE BEST OF COASTAL ROWING

RIGHT UNDER THE PRINCELY PALACE OF MONACO

With the help and active support of the Princely Government, the Challenge Prince Albert II clearly states its ambition to propose to Coastal Rowing enthusiasts from all over the world a high-level show that only the Principality of Monaco can offer. Excellence is therefore at stake.

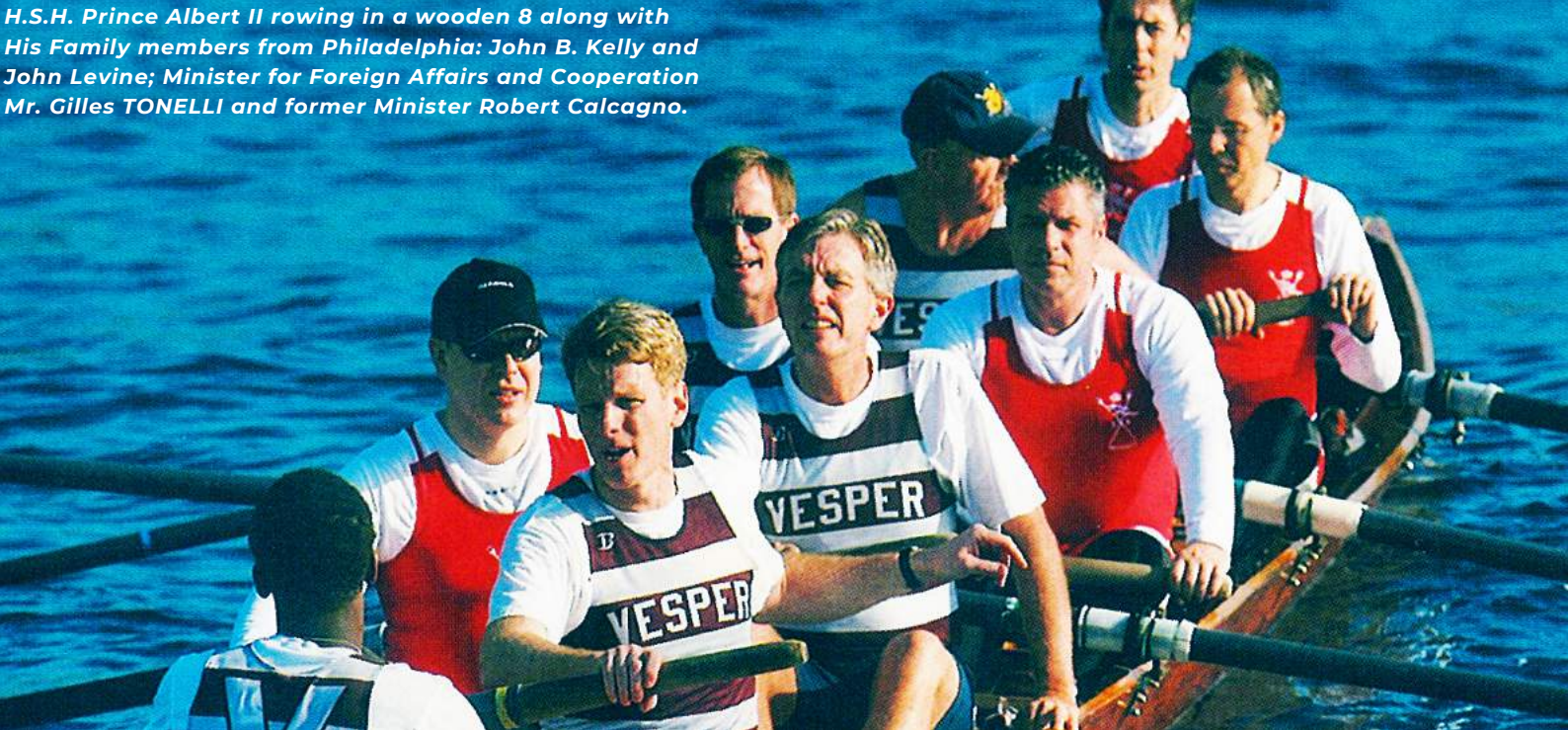
For this, the Organizing Committee has gathered the world best crews in Monaco. Invited to take part in the Challenge Prince Albert II, the best rowers of the world will have to defend their status against highly motivated challengers in the battle for the prestigious victory. To reward these efforts, prize money is allocated to the 5 best crews of each FISA official category.

A practice never done before in the world of Coastal Rowing that could change notably the sport.

A WORLDWIDE LIVE BROADCAST

Two cameras on the ground, a drone following the races on the sea and team ashore for the realization: everything is put together for an "on-site" and worldwide broadcast, thanks to Internet and new technologies.

H.S.H. Prince Albert II rowing in a wooden 8 along with His Family members from Philadelphia: John B. Kelly and John Levine; Minister for Foreign Affairs and Cooperation Mr. Gilles TONELLI and former Minister Robert Calcagno.



A HIGH PATRONAGE RICH OF SYMBOLS

Under the High Patronage of the Prince of Monaco, the Challenge Prince Albert II, once called Challenge Hereditary Prince Albert, occupies, for the Prince, a special place. Indeed, rowing has always been a passion for Our Sovereign, inherited from His American side Family.

This sport brings Him back to His childhood and the holidays spent in Philadelphia with His maternal grandparents. For the Kelly Family, Rowing has always been there: His grandfather, John Kelly, Senior, father of the Princess Grace, won for the United States, 3 Olympic gold medals in rowing: two at the Antwerp Olympics in 1920 and a third in Paris for the 1924 Games. His son, John Kelly Jr., uncle of Prince Albert II, has also won an Olympic bronze medal, 32 years later, during the 1956 Olympic Games held in Melbourne, Australia.

It is in tribute to John Kelly Jr. that the pontoon of the Société Nautique de Monaco has been named "Ponton Kelly".

Well before the masterpiece "To catch a Thief" and the meeting between Prince Rainier III and Grace Kelly,



John Kelly Jr. already frequented Monaco, its water and the rowing boats of the Société Nautique.

Therefore, the Sovereign Prince feeds a particular affection for rowing and follows with great interest the development of His Challenge and its impact in the Coastal Rowing world.



1950: John Kelly Jr. steering Monaco's "4 Yole"

WHEN TECHNOLOGY REVIVES THE SPORT

The revolution of Coastal Rowing took place with the new century. Until then, the Coastal Rowing boats, very expensive, had the annoying ability to fill in with water, and, sometimes, to sink. Impossible then to row in rough coastal weather. Losing one by one these expensive boats had quickly signed, for the clubs, the end of Coastal Rowing races. But, at the end of the 90's, thanks to technology and composite material, new boats reappeared. Unsinkable, lighter and more resistant, very affordable and adaptable for all kind of rower, from beginners to experts, rowing clubs were finally able to reconquer their shores. Future of Coastal Rowing was bright again !

With these cheaper and unsinkable boats, new clubs were created, bringing together more rowers challenging themselves in many regattas. Coastal Rowing is now taking a vertiginous progression! As an example, the French Region Provence Alpes Côte d'Azur went from 8 clubs in the 70s and 80s, to 25 clubs now. This evolution of sport in the Mediterranean is similar in the rest of the world due to its universality: women and men can practice, together or not, in mix crews, no matter their ages, suggesting a bright future for Coastal Rowing, fostered by the Principality of Monaco and its Challenge Prince Albert II.



In 2005
among
the
competitors,
Albert
Grimaldi was
rowing a
double...

THE CHALLENGE PRINCE ALBERT II

Conceived in 2004 by the chairmanship of the Société Nautique de Monaco, the first edition of the Challenge Prince Albert II took place in 2005. For the first time, the Monaco Bay welcomed 250 rowers. Over the years, the competition has improved in notoriety as well as in size and became a reference in the world of Coastal Rowing, gathering more than 500 participants from all over Europe and also America, South America and Asia. Alongside, a Challenge between the French "Grandes Ecoles" has been created opposing rowers from the biggest and prestigious French Business and engineering schools. The Challenge Prince Albert II gathers members of the Organizing Committee, Board Members of the Société Nautique de Monaco, the Federation Monegasque du Sport d'Aviron and is made possible by the help and assistance of more than a hundred of volunteers and rowing enthusiasts.



KEY DATES

September 9th 2019:

OPENING OF ENTRIES

November 16th 2019:

CLOSURE OF ENTRIES

November 29th 2019:

BEGINNING OF THE COMPETITION

QUALIFICATIONS ON 4000M

November 30th 2019

FINALS ON 6000M

December 1st 2019

RESERVE DAY



PRIZE MONEY PER CREW MEMBER:*

1st: 500€

2nd: 400€

3rd: 300€

4th: 200€

5th: 100€

*Eligible categories: CW1x - CW2x - CW4x+ - CM1w - CM2x - CM4x+ - CMix2x



CONTACT CHALLENGE PRINCE ALBERT II

Société Nautique de Monaco

1 quai Louis II

98000 Monaco

tel: +377 92 16 03 03

contactcpa2@monaco.mc

www.cpa2.mc

Facebook: CPAII
monacoastal