

**WORLD'S
TOUGHEST**

ROW™

RACE REPORT

ATLANTIC 2022 | PACIFIC 2023

ORGANIZED BY
**ATLANTIC
CAMPAIGNS**

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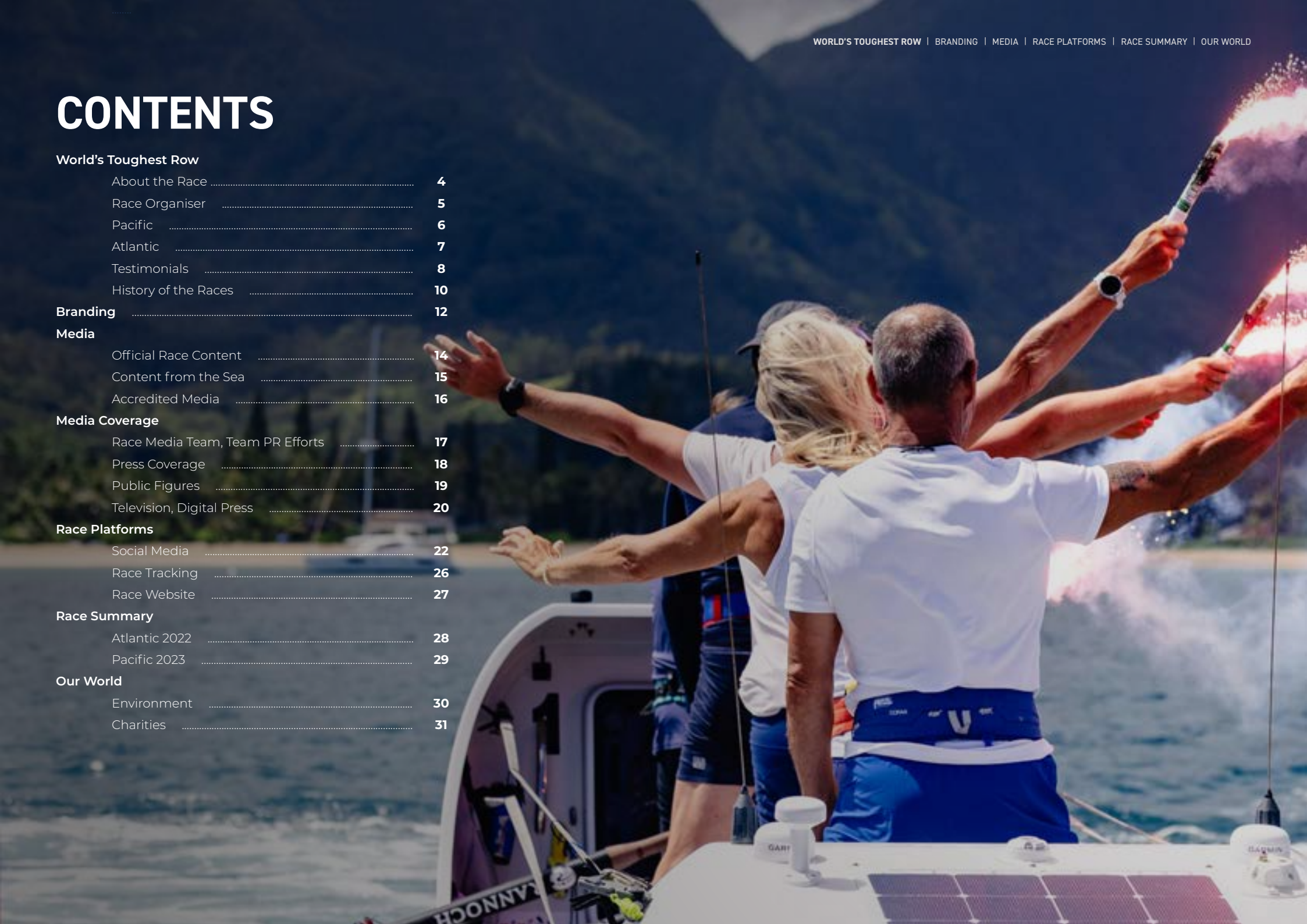
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RACE ORGANISERS



ADJUDICATOR



OCEAN
ROWING
STATS

ANALYTICS

PRECIOUS[®]

Official Race Photographers Penny Bird, Robin Skjoldborg & Ben Duffy

The purpose of the Race Report is to give an overview of the World's Toughest Row and showcase its audience reach and impact for new and existing stakeholders. This report has been created to help the participating teams explain the race to sponsors and other relevant parties.

The race was previously named the Talisker Whisky Atlantic Challenge until the last year in 2022 after a very successful partnership. Atlantic Campaigns announced the new race name in 2023, the World's Toughest Row.

Data detailed in this report was collected between August 2022 and August 2023, and contains combined analytics across the official World's Toughest Row channels, as well as coverage of our partners and rowers.

Published by:
Atlantic Campaigns

A blue flag with white text and a logo. The text reads "WORLD'S TOUGHEST" in a bold, sans-serif font, followed by a stylized "ROW" logo. The flag is attached to a black pole and is waving in the wind against a background of blue water.

WORLD'S
TOUGHEST

WORLD'S TOUGHEST ROW

An extreme series of endurance races where individuals from across the globe gather annually to test themselves against Mother Nature and compete to row thousands of miles across the Atlantic or the Pacific Ocean.



ABOUT OUR RACES

Each ocean offers a unique atmosphere allowing teams to absorb what will be a once in a lifetime adventure and experience.

The races create strong friendships and competitiveness gives way to camaraderie as months of planning turn into reality at the start line. At sea, the teams battle with sleep deprivation, salt sores and the physical extremes that the row inflicts. Participants of the races are left with their own thoughts, the vast expanse of the sea, and just one mission - to row across an ocean!

The events offer a different experience to all involved. Throughout the races, individuals embark on a voyage of self-discovery, uncovering the strength and resilience required to endure the physical and mental strains of rowing across an ocean. The journeys holds the potential for personal transformation, as well as the opportunity to set new records and achieve the unimaginable. Upon finishing, rowers join a small community of friends that have shared the adventures of an ocean crossing.

RACE ORGANISER

Atlantic Campaigns, founded over a decade ago has brought a new-found spotlight on the sport of ocean rowing. The organisation prides itself for its unwavering commitment to supporting and celebrating every individual rower, no matter first or last across the finish line.

The team oversees the entire event start to finish including safety, family liaison, photography, and videography, all under one roof. The tight-knit team is formed from diverse geographical backgrounds such as Denmark, South Africa, UK, USA and Austria, mirroring the international soul of the event and the participants themselves that form this global community.

“ The event has continued to reach new heights since Atlantic Campaigns took over the organisation of this historic race in 2012. We have led the race forward to become the safest and most successful ocean race on the planet! Through strategic initiatives and dedication, we have positioned this race in the global conversation like never before, both in the ocean rowing community and in press coverage. The result is a testament to the collective effort of Atlantic Campaigns and the incredible athletes who take on the challenge.

This event transcends boundaries, uniting participants from diverse backgrounds – some with no prior rowing experience, and others who take this sport to a professional and competitive level. The remarkable team at Atlantic Campaigns is the bedrock upon which our success is built. The dedication knows no bounds, and the love for this sport is palpable. With a cumulative ocean rowing experience exceeding 50 years, both on and off the water, our expertise is unparalleled.



Carsten Heron Olsen
CEO & Race Director of Atlantic Campaigns



PACIFIC

The inaugural Pacific Challenge began in June 2023 with 14 teams participating from around the world. The annual race saw teams starting from the historic harbour of Monterey, following the path of many adventurers and explorers of yesteryear.

Crossing 2,800 miles of Pacific Ocean to reach the paradise shores of Kaua'i. A finish line as unique as Hanalei Bay is hard to beat as the backdrop to what is the most incredible, once in a lifetime adventure.

RACE START
Monterey, California
36°N, 121°W



RACE FINISH
Hanalei, Kaua'i
22°N, 159°W



2,800 MILES

ATLANTIC

With participation from 40+ teams, the event begins with an electrifying atmosphere at the race start as a crowd gathers to wave them off.

Teams navigate a daunting 3,000-mile expanse of the Atlantic Ocean, confronting towering waves and encountering awe-inspiring sightings with breathtaking wildlife and stunning night skies.



RACE FINISH
Nelson's Dockyard, Antigua
17°N, 62°W

RACE START
San Sebastián, La Gomera
36°N, 121°W



3,000 MILES



TESTIMONIALS

Hear the stories from our incredible rowers as they speak of their experience participating in the World's Toughest Row, a challenge that pushed their limits and forged lifelong bonds amidst the relentless waves.

“ Rowing the Atlantic solo was an unforgettable journey. It is difficult to put into words how much the whole experience meant to me, and how much I took from it. The race itself was an awe-inspiring and humbling experience. I can wholeheartedly say that I absolutely loved the experience. Being able to call the Atlantic ocean my home for nearly 2 months was a privilege and life on the open ocean is something I miss a lot now I am back to 'normal life'.

Although we all embarked on this journey for our own reasons, there was a palpable spirit of camaraderie among the rowers. United by a common passion for adventure and a deep respect for the ocean, we formed friendships and bonds that will last a lifetime. There was nothing more special than to swap stories with the same rowers I met in La Gomera as we reunited at the finish line in Antigua.

I am immensely grateful to the race organisers, Atlantic Campaigns, for their meticulous planning and unwavering support throughout the entire process.

Overcoming several obstacles to reach the starting line, including transitioning to a solo rower, was made much easier knowing that Atlantic Campaigns were always in my corner. What I love most about the Atlantic Campaigns team is their genuine passion for every rower's journey and their dedication to making each arrival special. The Talisker Whisky Atlantic Challenge will forever hold a special place in my heart, and it is an experience that I will cherish for a lifetime.

Miriam Payne

Seas the Day - Talisker Whisky Atlantic Challenge 2022



“ In June 2023 I took part in the Worlds Toughest Row Pacific as Team Row Aurora female trio. **I can honestly say the support, sense of belonging and general organisation from Atlantic Campaigns was amazing.**

For a start I am not sure people truly understand the work that goes into getting the start and finish location set up and ready for rowers. The safety team crew were amazing as the front of house crew, nothing in regards to safety was left out making the fleet feel like they were in good hands. If you are thinking of taking on a row, speak to the team about your first step towards a new adventure.

Dawn Wood

Row Aurora - World's Toughest Row - Pacific 2023

“ Everyone should row at least one ocean. Not only for the sense of achievement of having done something remarkable, and of course the years of planning and sacrifice leading up to the start, but for the experience. To know, without doubt or question, that the ocean allowed you across safely.

Having spent 46 days alone at sea I know most of the challenges mother nature will throw at you. It's not a task to undertake lightly. Working with the Atlantic Campaigns team for the 2 years prior to race start ensured that I could enjoy the whole process as much as possible. **Knowing that my training was right, my equipment and my planning were as good as they could be was reassuring. And man, they can put on a show!**

Mike Bates

The Atlantic Grappler - Talisker Whisky Atlantic Challenge 2022



HISTORY OF THE RACE

1896

Two Norwegian immigrants, George Harbo and Frank Samuelsen became **the first ever to row across an ocean**, rowing the Atlantic W-E from New York to England. Their time for rowing the North Atlantic Ocean was not broken for 114 years.



1997

Inspired by his row in 1966, Sir Chay Blyth organised **the first ever Atlantic Race**, named the St. Charles Rowing Race. 30 teams started and 24 teams finished. After 41 days, 2 hours and 55 minutes, Team Kiwi Challenge arrived in Barbados.



2003

The race changed its departure port to San Sebastián de La Gomera - **the same port and island where Christopher Columbus started his journey**. The first boat to arrive in Barbados was Team Holiday Shoppe Challenge.



2007

Once again named the Woodvale Atlantic Rowing Race, the race moved the start date to the now traditional month of December. After 48 days, 2 hours and 52 minutes the British Team Pura Vida **victoriously stepped on land in sunny Antigua**.



2011

Talisker Whisky signed their first one-year contract with previous race organisers. The 2011 race departed with a fleet of 18 boats, including the **now legendary Row2Recovery**. Only 11 teams reached the finish line, with the winning team 'Box No. 8'.



1966

Sir Chay Blyth and John Ridgway were **the first pair to row across the Atlantic in the twentieth century**, crossing from Cape Cod to Ireland in a time of 92 days.



2001

Now named the **Ward Evans Atlantic Rowing Race** it was once again a boat from New Zealand, Team Telecom Challenge finished first in Barbados after 42 days, 4 hours and 3 minutes. 36 boats started the race and 33 finished.



2005

The race was now open for other classes. This was the year where Olympic gold medallist James Cracknell and TV presenter Ben Fogle participated, resulting in the **award winning programme**, 'Through Hell and High Water'.



2009

With a delayed start due to bad weather, the race started in January 2010. Englishman Charlie Pitcher won as a solo rower after 52 days, 6 hours and 47 minutes. This race also saw the **longest solo crossing along the Atlantic route in 118 days**.



2013

After purchasing the rights to the race in 2012, 2013 was the first organised by Atlantic Campaigns. The race was won by Team Locura who arrived into Antigua after 31 days, 2 hours and 38 minutes **with a blue marlin beak pierced through their hull**.

2015

New developments and safety procedures introduced by Atlantic Campaigns bear fruit as 26 teams leave La Gomera and **26 teams arrive safely in Antigua**. Team Ocean Reunion set the new Race Record of 37 days, 9 hours and 12 minutes.



2016

The new Race Record didn't last long as Anglo-American Team Latitude 35 took almost two days off the previous record with a winning time of 35 days, 14 hours and 3 minutes. Team Row 4 James raised over £650k for their charity!

2017

This race is remembered as one of the fastest and most changeable in history. This led to two rescues and two abandonments. This also led to **the most prestigious of World Records**. The Four Horsemen won the race in 28 days, 13 hours and 34 minutes.



2018

A total contrast to the conditions of the previous race, this year was relatively calm and slow. Crews had to dig deep for every mile. **World Records were still achieved** with the youngest ever male Solo, Luke Haitzmann at 18 years old.

2019

35 boats left La Gomera and 87 days later the race completed. The winners of the 2019 race were Fortitude IV. All 35 teams arrived safely into Antigua, with 9 Solo rowers, 6 Pairs, 4 Trios, 15 Fours and 2 Fives. At the time - the largest fleet to ever row!



2020

COVID-19 brought huge global change and presented enormous challenges. Isolation, restrictions and hardship meant the fleet was only 21 boats strong. The year saw **Row4Cancer set a record** in 32 days, 22 hours and 13 minutes.

2021

36 teams set off from La Gomera and 35 successfully made it to the finish line. This year was marked by an **unprecedented number of wildlife sightings**. 5 World Records were set across all categories, The fleet was united by community, hope and strength.



2022

The 2022 race saw **43 teams from across the world - the largest fleet to date!** Ocean CATs were the first Spanish winners of the race, finishing in a time of 31 days, 17 hours and 9 minutes. Three World Records were set this year!

2023

The first ever World's Toughest Row - Pacific began! 14 teams set off from Monterey, California on the inaugural race. **An astounding 5 world records were set**, as teams from across the world took part in the challenge.



BRANDING

The rowing boat is the ultimate blank canvas - a floating billboard that will be shown around the world.



Sponsoring a team's challenge gives companies and brands the opportunity to align with a project that not only represents the core values of their business, but also gives access to a potential audience of more the 3 billion people worldwide. Preparing to row an ocean takes time, training and money. On average the rowers need to raise between €130,000-€180,000 per campaign in order to get to the start line. The World's Toughest Row offers potential sponsors, brands and ambassadors the opportunity to raise the profile and brand perception of their company on a national and international scale.



The World's Toughest Row attracts rowers from across the globe. To date, teams have hailed from: UK, Germany, Ireland, the USA, Canada, South Africa, Spain, Romania, Norway, Sweden, Australia, New Zealand, China, Finland, Netherlands, Italy, Switzerland, Wales, Scotland, Northern Ireland, Egypt, Ukraine, Uruguay, UAE, Portugal and Antigua.

Each team draws significant fan and media attention in their home country. The World's Toughest Row is the key international event in ocean rowing.



MEDIA

Through media coverage, the viewers are given an inside look into the race, offering insights and perspectives that shape public understanding of the event.



OFFICIAL RACE CONTENT

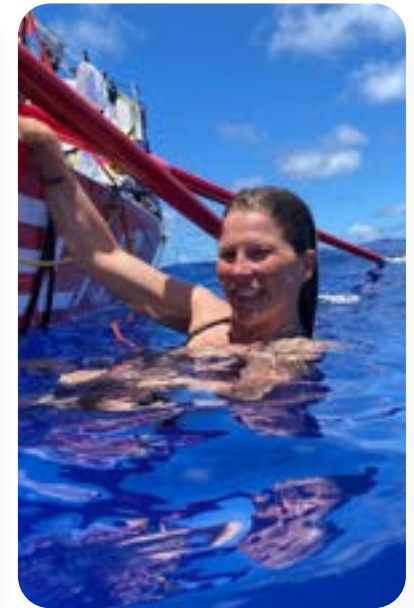
Professional film crews and photographers attend both the race start and each finish line event to capture visual assets that are distributed around the world. Press releases and video news reels (VNRs) are produced for each team, always ensuring that there is a steady stream of content available for global media.



CONTENT FROM THE SEA

During the race, satellite transmissions from the teams and Support Yachts provide videos, imagery and other content from the ocean. Apart from ensuring the safety and well-being of the participants, the safety yachts roam through the fleet and have a photographer and videographer on-board that also documents the crossing.

The race's dedicated communications supplier, Range Global Services, provides teams with the opportunity to carry equipment on-board that enables transfer of footage directly from the high seas. Being able to offer a glimpse of life on-board delivers immense value to media, sponsors and of course friends and family.



“ The team behind the World's Toughest Row was an incredible support with this monumental achievement - it would've been a real struggle without them. They are super knowledgeable and really took the time to help when I reached out. With so many unknowns, I felt my husband, his teammate and our family were in good hands with the team.

Kate Towill
Wife of rower - Dreamboats

“ Whilst rowers are at sea the Atlantic Campaigns team provide key intel, and support me when I have queries about their processes. Atlantic Campaigns have struck the balance perfectly, between providing the service and professionalism of a huge company, whilst maintaining the approachable personal touch of a boutique business.

Barry Hayes
Social Media Specialist

ACCREDITED MEDIA

The race's dedicated Press and PR teams support both the accredited media present on site and the numerous global television networks and news organisations. Their collaborative efforts involve not only providing real-time assistance and information to on-site journalists but also ensuring that the race's unfolding narrative is effectively communicated to a global audience.

100% Royalty-free Media Access

50+ Accredited Media Teams

100% Participating Teams Represented



The race operates dedicated media centres in both the race start and finish destinations. These centres support media professionals, as well as other visiting news teams covering the race.



A continuous stream of royalty free images, videos and other multimedia content is offered, including livestreams and embeddable social media content. This content is distributed via news-wires or dispatched directly.



MEDIA COVERAGE

This year's races generated an incredible amount of media attention for both the historic Atlantic race and the inaugural Pacific race.



RACE MEDIA TEAM

The dedicated race media team distributes feature stories, news coverage, images and videos to major news outlets across the world. Coverage was generated by the combined efforts of the dedicated race media team, and through team PR efforts.



TEAM PR EFFORTS

The individual teams also generated coverage in abundance themselves and created coverage for their campaigns. Global and local news outlets were fascinated by the teams' amazing accomplishments, and spirit of adventure.



PRESS COVERAGE

The races garnered substantial press coverage, drawing the attention of journalists and media outlets from around the globe. With a remarkable array of world records shattered and captivating personalities from rowers spanning the continents, the event emerged as a compelling story for media organisations on an international scale.

The skill and determination showcased by our rowers transcended geographical borders, resonating with audiences at the local, national, and international levels.

100m+ Print Circulation

15.5m+ People Reached





Lorraine Kelly



Dolly Parton



Richard Branson



Joe Rogan



James Blunt



Piers Morgan



Coldplay



Duchess of Cambridge

PUBLIC FIGURES

Many well-known lifestyle and outdoor influencers have been actively involved and openly discussed the race. Notably, there's been a growing trend of high-profile individuals like the Prince of Wales and celebrities like Dolly Parton showing their support for our teams.

The combined impact of these endorsements has resulted in the race gaining traction among a wider audience, significantly expanding the race's appeal beyond the ocean rowing and extreme sports community.

75m+ Audience Reach



Prince of Wales

TELEVISION

At both the race's start and finish line, the World's Toughest Row media team are ready to facilitate live and pre-recorded interviews as well as provide royalty-free VNRs. These interviews offer a unique glimpse into the determination, strategies, and emotions that fuel the participants.

Television segments not only chronicle the progress of the teams but also cultivates a shared sense of excitement among audiences, transforming the challenge into a captivating journey accessible to viewers.

85+ Pieces of Coverage

45m+ Global TV Audience

DIGITAL PRESS

Sponsors, friends, and family united in their support, generating a multitude of posts that conveyed an outpouring of encouragement. The incredible personal stories captured the attention of the online readership.

Special interest stories ranged from fundraising efforts for charities to remarkable wildlife encounters, as well as tales of overcoming capsizes and embarking on extraordinary personal endeavours. These diverse and engaging accounts added an extra layer of fascination for readers, deepening their connection to the event and its participants.

1600+ Pieces of Coverage



METRO

Rowers' monumental feat now suffering to become Tokyo Olympics legacy

Daily Mail

Oh, Britain! Two sets of twins become first group of four brothers to complete 4,000-mile row across the Atlantic Ocean

THE TIMES

Mental health campaigner Bernie Hollywood nearing the end of gruelling Atlantic rowing challenge

GRANADA | AND FINALLY | WORLD | HEALTH

Tuesday, 24 March 2021 at 3:07pm

NEWS

Former and serving police officers row across Atlantic for charity

SALZBURG 24

Ruderer Wolfgang Fankhauser erreicht nach 43 Tagen Hawaii

GOOD MORNING AMERICA

Rowers' Pacific Challenge inspires to raise funds for 'W. W. for Veterans'

THE Sun

ROW HARD Irishmen to take on 'world's toughest row' across Atlantic in 4,800 kilometre challenge for charity

The Guardian

Yorkshire graduate sets Atlantic challenge record for solo female rower

Miriam Payne rowed for 95 days from Canary Islands to Antigua in one of world's toughest races

abc NEWS

First Australian women's pair to complete Atlantic challenge had never rowed on ocean before signing up

San Francisco Chronicle

Rowers break world record for 2,000-mile journey from California to Hawaii

UNILAD

Women training for two months found 'best' place to 'spice' station that anyone on Earth

The Telegraph

All women British trio row from California to Hawaii in world record time

itv NEWS

Mental health campaigner Bernie Hollywood nearing the end of gruelling Atlantic rowing challenge

V2

Enthält 1 mal: Einzel- und Doppel-Rowing für zwei 64-Jährige

CatalanNews

Catalan rowers win Canary Islands to America rowing race

Ekstra Bladet

NER KRYDSEDE ATLANTERHAVET

Vind-vittigt: Krydser Atlanterhavet i rebid

RACE PLATFORMS

Social following and engagement across all race platforms continues to grow year after year as the race gains more public exposure.



INSTAGRAM

Instagram is proving to be one of the most popular ways for fans to engage with the race offering a window into the unfolding events of the races. The latest content from the fleet is constantly uploaded by a dedicated content manager on site at the race start and finish, ensuring that followers stay connected in real time.

23.7K+ Total Page Followers

42.9K+ Monthly Average of Accounts Reached

14K+ Monthly Average of Profile Visits

Source: Instagram Analytics August 2023

FACEBOOK

This year's race content achieved great exposure across Facebook, with many returning visitors. The live broadcasts on Facebook, capturing both the start and finishes of the race, play a big role in driving the race's popularity as followers tune in to witness and interact with the unfolding race action.

- 60M+ Lifetime Reach
- 50K+ Followers
- 70K+ Engagement Per Race

Source: Facebook Analytics August 2023



TIKTOK

TikTok is emerging as a dynamic platform for engagement, offering a unique perspective into the race events as they unfold. Our rowers and collaborators have achieved remarkable success, amassing millions of views on their race-related content - deepening engagement with the race and its participants.

- 13M+ Combined Video Views in the Last 12 Months
- 1.5M+ Top Performing Video Views
- 200K+ Combined Following Across Participants

Source: TikTok Analytics August 2023



YOUTUBE

The official YouTube channel has achieved a significant milestone, amassing a lifetime view count exceeding 2 million in over 53 countries. We provide comprehensive coverage in the upload of the official race videos produced by our race videographer.

The channel not only showcases pre-recorded content but also engages with our audience through live broadcasts during key race moments.

2.8M+ Lifetime Views

1.8M+ Total Impressions

Source: YouTube Analytics August 2023



Brothers N' Oars - Race Finish | World's Toughest Row - Pacific 2023

World's Toughest Row
8.17K subscribers

Share Save

X / TWITTER

When it comes to staying updated in real-time, X / Twitter takes the lead as the fastest source for the latest fleet news. The race's dedicated content team ensures a steady stream of up-to-the-minute information, sharing videos and photos directly from the teams.

This active approach guarantees that followers are consistently in the loop and well-informed about every moment of the race.

50K+ Combined Following Across Participants

35K+ Average Impressions Per Month

Source: X / Twitter Analytics August 2023





LIVE LIVESTREAMS

During this year's race season, Facebook and YouTube Live took a prominent role. Over 70 livestreams were broadcast to capture the race start and the finish of each team's race over the Atlantic and Pacific races.

Our official race reporter enriches the race narrative with expert commentary and on-ground coverage.

200+ Total Live Broadcasts

400K+ Average Yearly Live Views

Source: YouTube & Facebook Analytics August 2023



RACE TRACKING

The tracker is the most popular way for fans to follow the progress of the boats during the crossing in a trend affectionately known as 'dot watching'. Regularly updated at intervals of about 4 hours, the tracker displays the boats' positions as they cross the ocean.

For seamless accessibility, the YB Races tracker extends its availability to both mobile platforms, catering to iOS and Android users, alongside the race website integration. The user-friendly approach allows users to see how many miles our rowers have left, who is in the lead, and what their estimated time of race finish will be.

2.9M+ Unique Views in the Last 12 Months

Source: YB Races Analytics August 2023



RACE WEBSITE

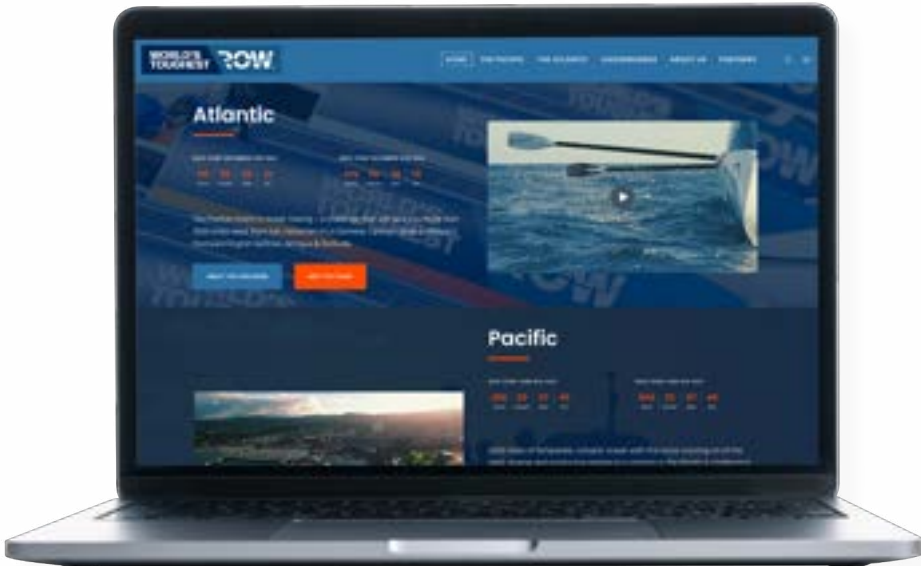
The official World's Toughest Row website serves as a central hub catering to the needs of both rowers and fans alike. Its primary purpose is to create a seamless and immersive experience for individuals interested in the World's Toughest Row.

3.9M+ Page Views

1.6M+ Unique Views in the Last 12 Months

1.47 minutes Average Time Spent on the Website

Source: Google Analytics August 2023



ATLANTIC 2022



43 teams and 127 rowers from across the world took on this life changing feat. The wild beauty of the Atlantic Ocean was only matched by the resilience and determination of each of the participants. Despite facing seemingly insurmountable odds, they showed incredible perseverance, pushing themselves to the very limits. It truly highlighted the human spirit and highlights the endless possibilities that are within everyone.

The end of this year's race was marked by Ocean Calling on Tuesday 4th April, who crossed the finish line with a time of 113 days, 4 hours and 50 minutes - which is one for the history books as the longest crossing time across the Atlantic Ocean ever! This year we have seen three astounding World Records set and one Race Record smashed. Regardless of where a rower places, taking on this challenge is a testament to their unbreakable fortitude. This adventure never ends after reaching Antigua and once the race is over and the banners are taken down, rowers continue to achieve remarkable things! This race will be no exception.



OVERALL WINNERS

Ocean CATS



WOMEN'S' CLASS WINNERS

Full Throttle



OPEN CLASS WINNERS

Ocean Spirit

PACIFIC 2023



Embarking on a remarkable journey of resilience and courage, 14 crews comprising 49 rowers set forth from Monterey, California on June 12, with a collective aim to cross the expansive Pacific Ocean, spanning 2,800 miles.

13 crews triumphantly completed the crossing, along with the safe return of team Row4ALS. On August 2, the Flyin' Fish crew crossed the finish line, marking the conclusion of the inaugural World's Toughest Row - Pacific 2023. Notably, this race saw the establishment and breaking of five world records, while the narratives of individual and collective achievements resonated globally. These achievements set were for the Fastest Team, Mixed Four, Female Trio, Trio and Five to cross the Mid-Pacific Ocean. This ocean gave our teams cold weather, big sea states, lost rudders, blisters, and sea sickness to name but a few. The challenges our teams faced on this race were immense – but they were embraced with unwavering determination, true grit and focus.



OVERALL WINNERS
Kiwi Fondue



WOMEN'S' CLASS WINNERS
Row Aurora

ENVIRONMENT

Atlantic Campaigns are deeply aware of the privilege we have been granted to host our races in such a spectacular natural setting and as such we remain committed to minimising our impact on the marine environment.

The Atlantic & Pacific Oceans' looks after our rowers, therefore we take a strict approach towards ensuring our teams return the respect.

An example of this is our race rule regarding litter. We know how much food each team has taken on-board their vessel and when they reach the finish line and complete their post-race inspection, we manually count each rubbish bag back out of the boat and into the recycling bins. If any teams do not return with the correct amount of rubbish, they are disqualified from the race. The obvious use of oars vs. powered engines, solar energy vs. fossil fuel and desalination machines vs. bottled water are also key displays of how our race and the sport offer an environmentally friendly opportunity to participate responsibly in an extreme sport.

A mere 13% of the world's seas are truly wild – meaning largely unmarred by human activity. It is now more important than ever that we protect this wild spirit, before it's too late.

Over the years our rowers have actively adapted their ocean rowing campaigns in an effort to be more environmentally friendly and sustainable, with ECO boat builds now available, carbon offsetting on unavoidable travel as well as researched and considered product and equipment choices. Teams also raise a vast amount of money every year specifically for environmental and ocean preservation charities.

As race organisers, we are very aware that although we deliver the platform for the World's Toughest Row to take place, ultimately it is the Atlantic & Pacific Ocean that provides the setting, surroundings and scenery, meaning year on year we ensure to do our best to maintain her as well as encouraging everyone else associated with the race and beyond to do the same.

CHARITIES

The World's Toughest Row is a globally visible and diverse platform, enabling each team participating in the race to raise funds and awareness of charities of their choosing.



Each team or individual can choose one or many charities that are close to their hearts to support during their campaign. Not only does this raise much needed funds for the charity in question, but also gives the rowers a purpose, motivation and a personal cause to focus on during the darker and harder moments of their crossing.

The total raised by teams in the World's Toughest Row now stands at an amazing...

€19,000,000 & COUNTING!



**WORLD'S
TOUGHEST**

ROW™

PROUD PARTNERS

virgin atlantic 



BASE CAMP FOOD
TASTE FOR ADVENTURE



Gill

DESTINATION PARTNERS

**ANTIGUA
AND BARBUDA**
The beach is just the beginning...

**Islas
Canarias** 



THE CITY OF
MONTEREY



Atlantic Campaigns wishes to thank all the rowers, partners, participants, staff, friends, families, and media teams for their efforts and contributions in making this year's races so successful!

ORGANIZED BY
**ATLANTIC
CAMPAIGNS**