



## **MEDIA ANNOUNCEMENT**

For immediate release: Wednesday, July 3<sup>rd</sup>, 2018

### **Esprit De Corps IV Returning to 2018 LO300 Challenge to Defend 2017 PHRF Line-Honours**

Lake Ontario Offshore Racing on behalf of the Port Credit Yacht Club, are excited to announce the return of Esprit De Corps IV to the 2018 LO300 Challenge.

The Esprit De Corps IV, a Volvo Ocean Racer 60, took Line Honours in the 2017 LO300 Main Duck Course and Gilles Barbot, founder and CEO of Groupe Esprit de Corps Inc, shares that they are back to defend the title. "As an ocean racing machine, the VO60 is built heavier than she would be for regatta racing. Our strategy coming into the 2018 challenge", says Gilles "is to ensure our crew are ready to complete efficient sail changes with the many wind shifts that are common on Lake Ontario during a race like this."

For the 2018 running of the LO300, Esprit De Corps IV will have a crew of 14 including racers from Quebec and Toronto with about half of those returning for their second LO300 Challenge on Esprit De Corps IV.

Like many of the challengers in the LO300, gathering information about weather and Lake Ontario conditions is a vital pre-race strategy and can make the difference between first and last. "We conduct a lot of research and collect information in order to make the best decisions we can before and during the race", says Gilles. "During the 2017 LO300 Challenge we also used our instinct for some strategic decisions and that paid off. Of course," he added "the priorities are to be efficient, not break anything, and finish the race."

Esprit De Corps IV was built in 2001 for the Volvo Ocean Race and finished 3<sup>rd</sup> in the 2001-2002 event. At 60 feet long, she draws 14 ½ feet and towers above the rest of us with a 100-foot mast.

Groupe Esprit de Corps Inc. is a leadership company based in Québec working with clients like GM as well as start-up firms. Atlas Ocean Racing is sponsored by Esprit De Corps and the values of togetherness facing adversity in sailing are very aligned between the two entities.

Atlas Ocean Racing are working to create an environment within Canada where novice sailors can develop their skills and compete at the highest level of racing. They are focused on developing a community of sailing enthusiasts who many one day, put forth a Canadian entry to challenge in a Volvo Ocean Race.

One element of their growth strategy is the establishment of a summer home for some of the fleet in Toronto. Beginning in August, you will see some very high spars poking up among the other yachts

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moored at RCYC. Gilles reports that avid sailors, racers and the public will have the opportunity to step aboard these racing machines while stationed in the Toronto area.

For more information:

Group Esprit De Corps Inc.: <https://youtu.be/oROIGiit3z0>

Atlas Ocean Racing: [Atlas Ocean Racing](#)

LOOR and PCYC are dedicated to bringing the offshore sailboat racing experience to Lake Ontario. This is accomplished with its running of the Lake Ontario 300/600 Challenge Races (LO300/LO600), including the Solo Challenge, the Susan Hood Trophy Race (SHTR) and the Lake Ontario Short Handed Racing Series (LOSHRS) offshore sailboat races. This is augmented by LOOR's educational series throughout the Lake Ontario basin and promotion of other activities related to offshore racing. A key focus of LOOR is the safety of offshore racing.

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#### **WEBSITE INFORMATION**

Website: <http://loor.ca/lake-ontario-300/>  
Title Sponsor: [driveHG](#) The Humberview Group

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Facebook: @LOOR300  
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YouTube: <https://www.youtube.com/channel/UC-fsUocxIVM9m0By2vWjISw>  
Hashtags: #LOOR / #LO300 / #LO300Challenge / #L0600

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