



Media Release

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Geoff Holt Celebrates Again With Champagne Pol Roger

Champagne Pol Roger have announced they are to continue their support of disabled yachtsman Geoff Holt. For the third consecutive year, the champagne house will be an Official Supplier to Holt and a supporter of his various sailing and community projects.

“I’m delighted that Champagne Pol Roger have agreed to continue their support” says Holt. “I will never forget, having spent 4 weeks sailing across the Atlantic ocean, arriving at Cane Garden Bay in the British Virgin Islands, popping open that Jeroboam of cold Pol Roger champagne and toasting my achievement with my family. It was the perfect end to the perfect challenge. But I’m glad the story does not end there. I have many more challenges I wish to undertake and I look forward to toasting them with Pol Roger. I am proud to be associated with such a pre-eminent brand and if it was good enough for Winston Churchill, then it’s good enough for me” jokes Holt

James Simpson, Marketing Director of Pol Roger Ltd says; *“Pol Roger Champagne is delighted to be able to continue our support for Geoff’s ongoing projects. We share the independence of mind and sheer determination which Geoff has shown on his many single-handed sailing challenges. As a Champagne House, we have a particularly close relationship with the United Kingdom, our very first export market and now our most important in terms of sales and prestige, and we are therefore pleased to be able to support those from the UK who show excellence in their particular field.*

Pol Roger continues to support the development of sailing in the UK; not only with our work with Geoff, but also with our ongoing sponsorship of the Artemis Academy; a key training ground for young single-handed sailors, as well as our link with the International Extreme Sailing race program.”

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Notes for Editors

For further information contact alice@geoffholt.com

Telephone: 07814 361655

www.geoffholt.com

www.polroger.co.uk

Photo credit: © Digby Fox

Photo caption: “**Geoff Holt celebrating with Pol Roger on his becoming the first wheelchair user to sail unassisted across the Atlantic Ocean**”

GEOFF HOLT

Geoff Holt became an inspiration to many when he completed his 'Personal Everest' challenge. Geoff sailed 1,500 miles, solo, around Great Britain in a 15-foot dinghy in 2007. Hailed an extraordinary, courageous achievement, Geoff is a passionate, talented yachtsman who uses a wheelchair. Paralysed from the chest down after a swimming accident, Geoff secured another place in the history books when he became the first quadriplegic sailor to sail across the Atlantic in January 2010.

Recognition of Geoff's achievements came swiftly. He was voted BBC South Sports Personality of the Year (2007); short-listed for the prestigious Yachtsman of the Year (2008); received a British Airways Great Briton Award and the RYA Francis Elkin Award (2009). In June 2010, Geoff was awarded an MBE in the Queen's Birthday Honours List for services to disabled sailing and he is the reigning Yachtsman of the Year as voted by the Yachting Journalists Association in January 2011.

At 18 years old, Geoff Holt had sailed across the Atlantic Ocean three times and sailed over 27 thousand nautical miles. And then his life changed. All dreams and expectations of earning his livelihood as a professional yachtsman were destroyed after diving into the sea and breaking his neck. Geoff spent a year in hospital and then, with characteristic spirit, retrained in a different career - marketing. Geoff eventually returned to his first love of sailing. He is the fastest disabled sailor to circumnavigate the Isle of Wight and firmly re-established himself as a yachtsman with his successful 'Personal Everest' and 'Personal Atlantic' challenges.

In January 2010, Geoff completed his 'Personal Atlantic' challenge sailing a 60ft purpose-built, wheelchair-accessible catamaran named 'Impossible Dream'. The 2,700 mile journey took him 28 days to complete.

Geoff Holt has faced adversity, challenged limits and continues to inspire others to maintain a positive attitude no matter what the challenges ahead. Geoff is passionate about creating opportunities for others through his association with Sailability and the Paralympics.

POL ROGER

Pol Roger own 88 hectares of prime vineyard sites spread over the Montagne de Reims, the Vallée de la Marme, the Vallée d'Epemay and the Côte des Blancs. This supply is supplemented by grapes purchased on long-term contracts with growers based on the best sites in the region. Total production at Pol Roger is in the region of 1.6 million bottles per annum, making them one of the smallest of the Grandes Marques. The cellars extend some 7 kilometres beneath the streets of Epernay and are carved out of the local chalk over three levels. They are amongst the coolest and deepest in the region, a factor which contributes to the famously fine bubbles in Pol Roger's champagnes.

To this day the company remains small, family-owned, fiercely independent and unrivalled in its reputation for quality.