



## **12<sup>th</sup> December 2007 – Wight Vodka Contributes to the UKSA's Success**

### **Cowes, Isle of Wight, Great Britain**

The marine forecast for Wednesday evening the 12<sup>th</sup> of December called for clear skies though a rather wintry temperature of 3° on the river Medina. This served as the perfect backdrop for the United Kingdom Sailing Association's (UKSA) RNLi charity event which attracted over 100 enthusiastic guests!

Josh Sebire is one of the top students at the UKSA's marine business management course in Cowes. As part of the course curriculum, he was responsible for organising the fundraiser for the Royal National Lifeboat Institution (RNLi) and wanted to "do something a little different."

Sebire said "We planned the event to include an outdoor hog roast with indoor dining and dancing with our local band The Jones'. Obviously, we knew that we needed some luck on our side with regards to the December weather, but we wanted the event to be something that people would thoroughly enjoy and remember long into the future. Hence, our collective thought of featuring Wight Vodka as the primary spirit came to surface."

"The team at 50 North helped us with the supply of Wight Vodka through Eurovines in Seaview and by educating us on the perfect ingredients for the signature Wight Cup cocktail," Sebire continued. "Our guests loved the Wight Cups, which contributed to the evening's overall success and in our exceeding the £1,000 goal for the RNLi gift."

Ritu Manocha, Director at 50° North, the company behind Wight Vodka, said "It was a pleasure working with Josh on the organisation of the RNLi charity event. We're so glad that the evening was well received, and that the UKSA business management team achieved their goal! Congratulations from the entire crew at 50° North!"

### **About the UKSA**

Founded by Noel Lister in 1987 and set up as a charity and non profit making organisation, United Kingdom Sailing Association (UKSA) has been at the forefront of promoting excellence in maritime training for more than 20 years. A registered charity and non-profit making organisation, the UKSA aims to inspire people of all ages to enjoy the benefits of yachting and watersports and in doing so provide education and training that promotes safety and open access to maritime activities. [www.uksa.org](http://www.uksa.org).

### **About 50° North**

50° North are the creators of Wight Vodka. The company's spirit and enthusiasm for the ocean, coupled with the centuries-old regatta traditions of the Isle of Wight, and of course a full appreciation of superior vodka, culminated in the creation of the world's smoothest, 42% ABV potato-based vodka. One sip of Wight Vodka will make a believer out of the most discerning connoisseurs, and the company welcomes your joining a unique and elite class. [www.wightvodka.com](http://www.wightvodka.com). Tack & Gybe Responsibly.

