



Multi One Attitude
Foundation

RACE FOR WATER

THE MULTI ONE ATTITUDE FOUNDATION IS KEEN TO CONSERVE WATER RESOURCES

The Multi One Attitude Foundation is a new environmental protagonist which is a force to be reckoned with. The Swiss organisation is keen to raise public awareness about the conservation of water and the oceans, through a unique medium: ocean racing. Its ambassador is an MOD70 trimaran. The "Race for Water" was launched on 25 March in Lorient's Cité de la Voile Eric-Tabarly.

Her dimensions: 21.20 metres. Her christener: comedian Anne Richard. Her skipper: Stève Ravussin. The "Race for Water" was christened on 25 March 2011. She is the first of a series of twelve MOD70 trimarans. She is also, and above all, the ambassador for the conservation of water and the oceans on behalf of the Multi One Attitude Foundation. This brand new protagonist in the protection of the environment has emerged in the wake of the Swiss company Multi One Design, creator of the professional MOD70 multihull circuit.

Why have you entered the battle for water? Because water is life. Over a billion humans are deprived of it according to the UNO. Over two billion don't have a purification network. Furthermore, on a daily basis, the lack of drinking water leads to the death of 22,000 people. To raise public awareness about the conservation of this precious element, the Multi One Attitude Foundation has opted for the support of ocean racing. "Sport can make a positive contribution towards sustainable development. We've opted for sailing as a way to get through to the general public, because it has a close connection with nature. Sailors have an almost symbiotic relationship with the oceanic world", explains Anne-Cécile Turner, Director of the Foundation.

"The MOD70s and the Foundation both have strong links with the future generations, explains Swiss sailor Stève Ravussin. The Foundation aims to raise public awareness about conserving water. It's one of the biggest challenges of our future. The MOD70s, through one-design and racing exclusively in crewed configuration, enable younger and less experienced sailors to trial the multihull and oceanic racing adventure in general. The passing on of values and skills to more young people is something which is really dear to my heart. That's why I'm doubly proud to be entering the competition at the helm of 'Race for Water'!" Anne-Cécile Turner continues: "Seeing 'Race for Water' being launched is quite simply magical. It's the realisation of a long period of work. She is now ready to carry our message around Europe and around the world", she says with delight.

Multi One Attitude has given itself three years to carry out a three stage programme: learn, share and act. Learn, first of all: the launch of "Race for Water" is coupled with the creation of an educational programme about water, supported by the character Titeuf, created by Zep. In addition to this we have the organisation of forums, such as the event hosted on 25 March (Lorient), with a forum entitled "Offshore racing, a platform for sustainable development?" Then we have share: this is about offering a challenge for innovation in 2012 which is open to universities and businesses specialised in water technologies. To act, finally: in each stopover city on the future Ocean World Tour in 2013, the construction of an environmentally friendly race village is planned, which will be open to the public. Local initiatives related to water will also be supported and global action plans will be set up with other associations.

"Multi One Design, are one-design multihulls, which means that they are each designed to be the same. The Multi One Attitude takes up this idea with everyone gathered together with an environmentally friendly attitude, which is one and the same, explains Marco Simeoni, President of both organisations. With the Foundation, we've launched the first operations designed to raise public awareness about the need to conserve water, which is geared as much towards children as the community's regional watersports industry."

The MOD70 "Race for Water" is not only the ambassador for the Foundation, but also the representative for the whole MOD70 series. "We already have four participating crews and we're officially announcing the fifth in May. We fully intend to feature 12 boats on the start line of the first Ocean World Tour", continues Marc Simeoni. "As such there will be 12 boats and 12 crews which will have the opportunity to take part in the Foundation's programme."

Roland Jourdain, a renowned sailor and recent winner of the Route du Rhum in the monohull category, will take the helm of the second MOD70 "Veolia Environnement". He is delighted about this new competition, which brings together crews from across the world, and he also salutes Multi One Attitude's environmental commitment. "You have to get to the source. 80% of the waste in the water comes from the land. We racers are privileged witnesses of that. We can undertake to conserve the oceans, without being suspected of greenwashing. The oceans are and must remain the focus of our concerns as ocean racers."

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