



Bulletin #5
May 3, 2017

Our communications team, under the direction of Stuart Streuli, is in the process of creating a media plan to reach people across the globe with news about the fifth running of the Rolex New York Yacht Club Invitational Cup. Through press releases, the website, Facebook and other social media, this is a unique opportunity to showcase YOUR club and YOUR team on the world stage. All we need from you is the information you would like to share.

Club/Team - We plan to cover each club and team online and in a series of press releases. Please provide specific information to best profile each. We will also distribute the information to the media so that they can create stories about the teams participating in the IC. (*Note: If your club has participated in the IC in the past, please feel free to use information previously supplied, although any and all updates would be appreciated.*)

Media – Please help us to get the word out to the media in YOUR market by providing us with a list of local and national media contacts and, thus, provide publicity for your team.

To collect this information, we have created the IC Club/Team/Media Information Form, which can be found at the following link: [Click here for Team Information Form](#). If you would please complete this online form at your earliest convenience, **but not later than May 22**, we would appreciate it.

Many thanks for your help in spreading the word!

Sincerely,

A handwritten signature in black ink, appearing to read "Patricia J. Young".

Patricia J. Young
Event Chairman
NYYC Invitational Cup

