

Oman Air Announces New Sponsorship of Oman Sail

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Oman Air has announced a new partnership with Oman Sail that will see the national carrier of the Sultanate of Oman sponsor the Oman Sail, Multi One Design 70 (MOD 70) over the course of the 2013 season.

The sponsorship builds on Oman Air's support over recent years of the Extreme Sailing Series, participation in the Route Du Rhum race between France and Guadeloupe and world record-breaking Round Britain and Ireland bid by the Oman Air Majan trimaran.

Oman Air Chief Executive Officer Wayne Pearce announced the new sponsorship agreement, saying: "Oman Air is proud to once again be helping to focus global attention on Oman's sporting achievements and its seafaring tradition. Our sponsorship of the MOD 70 will provide invaluable support for Oman Sail's mission of encouraging participation in sailing within the Sultanate by showcasing the accomplishments of Omani sailors on the world stage. We are confident that the outstanding skills and experience of the MOD 70's crew will result in major success and help to further raise awareness of the Oman Air brand across Europe and South America."

The 2013 season starts at Valencia, Spain on 6th June, before moving on to Lisbon, Portugal on 13th June, Dun Laoghaire, Ireland on 20th June, Plymouth, UK on 26th June and Baie de Morlaix, France on 30th June. The MOD 70 will also race in the Aberdeen Asset Management Cowes Week Artemis Challenge on 8th August, the Rolex Fastnet, from Cowes to Plymouth, UK, via Ireland between 11th and 13th August, and the Transat Jacques Vabre, from Le Havre, France to Brazil between 3rd and 26th November.

Oman Air's sponsorship of sailing in Oman follows the directives by His Majesty Sultan Qaboos Bin Said of Oman Sail, with the aim of renewing Oman's ancient seafaring tradition and encouraging the participation of young people in all forms of sailing within the Sultanate. It also furthers Oman Air's strategy of supporting the country's young people to achieve sporting excellence and attain their full potential – an approach that has also seen the airline sponsor Omani motorsports star Ahmad Al Harthy, the Tour of Oman cycle race and Oman's national soccer team.

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