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For immediate release

Old Pulteney Announces Search for Britain's Maritime Heroes

Attention all seafarers! Do you know someone who has helped make a difference in your local sailing community? Or have they single-handedly raised money for a sailing club or charity? Perhaps they have achieved success in planning a once-in-a-lifetime sailing trip for their crew?

Old Pulteney Single Malt Scotch Whisky, the much-loved Maritime Malt, is delighted to launch **The Old Pulteney Maritime Heroes Awards** for a fifth consecutive year. The awards, which have received great acclaim since their inception, invites sailing clubs from throughout the UK to nominate talented and inspirational individuals to uncover the nation's sailing superstars.

The annual awards scheme is specifically tailored to recognise and reward the outstanding passion, commitment and achievements within British maritime communities at both a local and national level. To kick off this year's competition, Old Pulteney wants to hear about any inspirational, outstanding or unsung heroes from UK sailing communities.

To launch The Maritime Heroes Awards, Old Pulteney will be contacting Sailing Club Secretaries and encouraging them to nominate up to three club members who they feel have excelled, and deserve recognition within the following three award categories:

- **Club Service** – for a member who has worked endlessly to contribute to their club.
- **Bravery** – for demonstrating a remarkable level of bravery, or perhaps by supporting another club member in need.
- **Sailing Achievement** – for a member who has achieved sailing greatness at local, national or international levels.

In September of this year, thirty entrants will be announced as contenders in the semi-finals by our maritime judging panel. For this achievement they will each be awarded with a bottle of Old Pulteney 12 year old and a certificate. On the judging panel will be Alistair Vallance, Editor of Scotland's biggest sailing magazine *Yachting Life* and a team of Old Pulteney brand representatives. In October, three finalists will each win a £1,000 cash prize for their Sailing Club, a bottle of Old Pulteney 17 Year Old and a commemorative trophy. In December an Old Pulteney Maritime Hero will be selected from the three finalists and



announced to media. They will be presented with an additional £1,000 personal cash prize, a winner's trophy and a much sought after bottle of Old Pulteney 21 Year Old, which was crowned 'World's Best Whisky' in Jim Murray's prestigious 2012 Whisky Bible.

Margaret Mary Clarke, Senior Brand Manager - *'Old Pulteney is delighted to launch the respected Maritime Heroes Awards for a fifth year. It is now a firm favourite in our year-round programme of maritime activity and we are looking forward to giving inspiring sailing individuals throughout the UK the recognition they deserve.'*

Old Pulteney Single Malt whisky has a rich maritime heritage and long-standing association with the sea. Known as the 'Maritime Malt', it is a whisky that supports year-round maritime activity, including some of the most prestigious sailing events in the country such as The Old Pulteney IRC Scottish Championship in Largs and a host of other regional regattas. Old Pulteney also hosts *Wish You Were Here*, the country's foremost coastal photography competition in association with the Sunday Express.

It's easy to enter by filling in the competition entry form which can be downloaded via <http://www.oldpulteney.com/maritime-heroes>, or by sending your application form to maritimeheroes@burtgreener.co.uk.

For further information, please contact Hannah McIntosh at

Burt Greener Communications: 0131 243 6738 / hannah@burtgreener.co.uk

Old Pulteney Single Malt Whisky

Old Pulteney Single Malt Whisky, is diligently crafted at Pulteney Distillery in Wick. It was founded in 1826 by James Henderson at the height of Wick's herring boom. The distillery lies in the heart of 'Pulteneytown', which was created for all the fishermen at the time, and is embedded in the deep rooting history of this coastal town, which used to be one of the most important and biggest herring fishing ports in Europe.

International Beverage Holdings (www.interbevgroup.com) was established in 2005 as the international arm of ThaiBev, one of South East Asia's leading alcohol beverage companies. With a network of regional offices in Asia, Europe and North America, the company is responsible for the production, sales, marketing and distribution of a portfolio of premium global brands in over 80 countries and territories.



Inver House Distillers (www.inverhouse.com) is globally integrated into International Beverage Holdings and drives the distillation and maturation of Scotch through its five distilleries.

International Beverage brands include:

- Chang Beer: Thailand's iconic beer brand
- Single Malt Scotch Whiskies: Old Pulteney, Balblair, anCnoc, Speyburn
- Blended Whiskies: Hankey Bannister
- Mekhong: 'The Spirit of Thailand' since 1941
- Caorunn - a small batch distilled Scottish Gin infused with 5 Celtic botanicals

The company's success is built on the combination of a strong understanding of local cultures and markets with the creation of a truly global operational network. Brand building pays respect to heritage, provenance and craftsmanship whilst delivering innovative and highly effective strategies at global level. A skilled and dedicated team of people of more than 12 nationalities, speaking over 14 languages delivers the highest standards of customer service and attention to detail across all aspects of the business.