

## **PRESS RELEASE**

---

### **Win a year of sailing**

Visitors to the Pure Latitude stand can win a year's sailing worth £5,000 with a full shared use membership across their fleet of performance yachts.

The prize is one year's Level 2 membership with Pure Latitude and is a full unrestricted working membership of the company's shared ownership scheme.

Worth an average of 25 days sailing per year, entries are made by filling in a form on the Pure Latitude site at this year's London Boat Show at ExCel from 11<sup>th</sup> to 20<sup>th</sup> January – more information at [www.londonboatshow.com](http://www.londonboatshow.com)

The closing date for entries is the 20th January 2008. Five interim draws will be made through the duration of the boat show, with those winners going forward to the final Draw of Draws on the last day of the show.

All entries will be drawn at random. The winner will be notified immediately after the 20th January by phone or email. The Prize Draw will be supervised by an independent person and each draw will be made by an independent company representative.

Pure Latitude will be on stand N065M in the North Hall - just alongside the Start Boating area. Further information is available from [www.purelatitude.com](http://www.purelatitude.com)

For further information:

Martin Gray at Pure Latitude – 023 8000 1234 or 077 8990 1040

[martin@purelatitude.com](mailto:martin@purelatitude.com)

Maggie Taylor at Prima PR - 01400 251557 [maggie@primapr.co.uk](mailto:maggie@primapr.co.uk)