



Tracking & Media Information Sheet For Competitors Only

This document contains a comprehensive look at the tracking and the media/PR planned for the Transatlantic Race 2015. A race of this nature depends heavily on the participants for proper media coverage. Your support of our media effort is invaluable. Below we outline how you can contribute to the coverage of this great event. A separate document details how your friends and family can follow the race. If you have any questions, comments or suggestions, please don't hesitate to contact NYYC Communications Director Stuart Streuli at streulis@nyyc.org. Good Luck.

YellowBrick Tracking

Tracking Link: <http://yb.tl/transatlantic2015>

Simple Leaderboard: <http://yb.tl/Leaderboard/transatlantic2015>

List of All Feeds: <http://yb.tl/links/transatlantic2015>

Simple XML Feed: <http://yb.tl/XML/transatlantic2015>

Race Media

Website: <http://transatlanticrace.com>

Facebook Page: <https://www.facebook.com/TransatlanticRace?fref=ts>

Twitter Handle: @TransatlantRace

Instagram: @nyyc_regattas

Hashtag: Tag Facebook, Instagram and Twitter posts with **#TR2015** and we're more likely to see them and promote them through our social media feeds.

