



## **Eurosport and the World Air League initiate International Broadcast Partnership to cover the World Sky Race**

PARIS, FRANCE - 26 October 2010 - The Eurosport Group and the World Air League formalized a partnership for broadcast coverage of the inaugural 2014 World Sky Race.

This event is a first of its kind, global aviation race featuring teams flying lighter-than-air sky ships, blimps and zeppelins. Each of the individual race stages in this historic around-the-world skyship air rally will be featured in a series of programs broadcast on Eurosport, the leading pan-European sports broadcaster. The inaugural race is planned to start on the Greenwich Prime Meridian in London in September 2014 and the final stage will return to the Prime Meridian 180 days later.

Eurosport's coverage will consist of 18 prime time programs and additional rebroadcasts of each original program. In total, The World Sky Race will benefit from a minimum on-air coverage of 40 programs on the flagship Eurosport channel which reaches over 120,000,000 households across 59 countries in Europe. The series of programs will also be broadcast on Eurosport's TV channels in Asia and the Pacific, extending coverage of the event from Europe to 14 countries in the Asia-Pacific region.

To initiate the partnership, Don Hartsell, Managing Director for the World Air League stated, *"The Eurosport and World Air League Broadcast Partnership is a significant development in making the World Sky Race a major new global event for fans and sponsors. Literally, around the world, we will provide racing fans of all types with dramatic coverage of the epic challenges faced by each Sky Team, adding value for the World Air League's involved sponsors. Eurosport's leadership in sports entertainment programming will elevate the stakes for the competitors. The crowning of the historic first circumnavigation World Sky Champion will be now televised around the world."*

*"Eurosport is very pleased to be the broadcast partner of the World Air League and to participate in the creation and promotion of this larger-than-life competition. We are convinced that the World Sky Race will create an exciting series of programs featuring an exceptional competition between sky teams with the world's most beautiful cities as a back drop. As Europe's leading sports entertainment group, Eurosport is delighted to offer this event all the group's experience and expertise in international broadcasting and promotion"* explains Géraldine Filiol, Managing Director for Eurosport Events.

### **About the World Sky Race**

The World Sky Race will be a grand aviation adventure of airships dominating the sky. For dramatic visuals, the race course will include iconic monuments around the globe. UNESCO and the World Air League have formed a partnership for the race to fly over 130+ World Heritage Sites. Some of the historic highlights will include: flying over Versailles Palace; landing next to the Great Pyramids; cruising above the Taj Mahal; and saluting the Statute of Liberty. In addition to the UNESCO sites, the World Sky race will: fly past Big Ben; circle the Petronas Towers in Kuala Lumpur and Mt. Fujiyama in Japan; use the skies above the Golden Gate Bridge; and touch down at the NASA Johnson Space Center.

The World Sky Race is a first of its kind sporting event. Its themes are broad and large. It will provide sponsors with unique opportunities to be involved with supporting the competing sky teams and distinguish their brands on a global basis. The race will test the sky teams, the machines, their endurance and their daring. As an international sporting competition, the World Sky Race will establish two aviation records with the first ever and the fastest circumnavigation of the globe in a lighter-than-air craft. Sky Team sponsors will participate in the global VIP events at each of the 18 Summit Host City sites.

### **About the World Air League**

The World Air League was formed and has its headquarters in Houston, Texas. The organization has grown to have local organizing representatives in the United Kingdom, Germany, France, Jordan, Egypt, United Arab Emirates, India, Malaysia, Mexico, California, and New York. "In the spirit of grace, goodwill and sportsmanship, the mission of the World Air League is to connect the global community through organizing competitions of lighter-than-air skyships."

### **About Eurosport Group**

The Eurosport Group is Europe's leading sports entertainment group. **Eurosport**, the n°1 pan-European TV channel, is broadcast in 20 languages reaching 121 million homes and 240 million viewers across 59 countries. **Eurosport HD** is the high definition simulcast of Eurosport. **Eurosport 2** broadcasts to 46 million households in 16 languages across 47 countries. **Eurosport 2 HD** was launched in August 2009. **Eurosport Asia-Pacific** reaches 14 countries in the region. **Eurosportnews** provides up-to-date sports TV news transmitted worldwide. **Online**, Eurosport has a network of dedicated sports websites in 11 different languages. Eurosport is ranked as Europe's N°1 online sports destination and is visited by over 10 million unique users per month (comScore). **Eurosport Mobile** offers Live streaming, mobile sites and mobile applications in 9 languages providing LIVE sports news and results. **Eurosport Events** is the group's expert division in the organisation, management and promotion of international sporting events.

For more information, please visit

[www.eurosportcorporate.com](http://www.eurosportcorporate.com)

[www.worldskyrace.com](http://www.worldskyrace.com)

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