

Highland Marketing supports the Silicon Cup Regatta

Tech agency appointed communications and PR partner for the IT industry's biggest regatta, which offers exceptional team-building and networking opportunities, while raising funds for nominated charities

Highland Marketing has stepped up as the marketing communications and PR partner for the Moore Blatch Silicon Cup, the largest sailing regatta for the IT industry.

The specialist technology agency will provide marketing, content advice, digital and press support for the event, which takes place on 26 and 27 September this year.

The Silicon Cup Regatta is an annual series of races on the Solent that provides team-building and networking opportunities for IT professionals, while raising money for life-changing charities.

Highland Marketing CEO Mark Venables said: "Taking part in the Silicon Cup Regatta is a terrific opportunity to build relationships with staff, clients and industry leaders, and to raise money for worthwhile causes.

"We aim to inject fresh thinking into its marketing communications and PR strategy, so that even more companies can sign-up for an event that is rewarding and enormous fun.

"And for us as a business, working in partnership with the Silicon Cup is our way of 'giving back and contributing' by providing our services to support the event and the charities it sponsors. It also represents an opportunity for our team to participate in the regatta."

The Silicon Cup was first run in 2000. Since then, more than 7,000 competitors have taken part and more than £900,000 has been raised for charity, against a target of £1 million.

This year, the regatta is supporting Dreams Come True, the Jubilee Sailing Trust, and the Andrew Simpson Sailing Foundation; three charities that aim to enrich and improve the lives of young people from all walks of life, including those with serious medical conditions, and create opportunities and encourage them to take up sailing.

Shaun Frohlich, the co-founder of Incredible Results and chair of the Silicon Cup committee, said: "We are looking forward to working with Highland Marketing on the promotion of this year's regatta, because we want to see as many IT firms as possible signed up for this thrilling event.

"No experience is required. Every boat comes with a professional crew to help people learn the ropes and get the most out of racing on the Solent; one of the most exciting stretches of water in the World."

IT companies interested in learning more can come along to the rooftop bar of Highland Marketing's City of London offices, run by Office Space in Town, on 3 April; or visit the revamped Silicon Cup website for more details.

ENDS

Notes to editors

About the Silicon Cup:

The Silicon Cup is the largest sailing regatta for the IT industry. It is run over the course of two days at the end of September from Cowes on the Isle of Wight and offers excellent team-building and networking opportunities while raising funds for its nominated charities.

The first event was held in 2000, and since then more than 7,000 competitors have taken part and more than £900,000 has been raised for charity, against a target of £1 million. This year's event takes place on 26 and 27 September and is supporting Dreams Come True, the Jubilee Sailing Trust, and the Andrew Simpson Foundation.

Website: <http://thesiliconcup.com>

You can also follow the Silicon cup on [LinkedIn](#) and [Twitter](#)

About Highland Marketing

Highland Marketing is an integrated communications, PR and marketing consultancy supporting UK and international health tech organisations.

We are dedicated to supporting the diffusion and adoption of innovation across health and social care, and over 18 years we have built a reputation for being the go-to agency for vendors and their customers. We are frequently recommended for our market knowledge, breadth of skills, and quality of work.

Talk to us about market strategy planning, research, branding, messaging, content marketing, PR, public affairs, social media and sales acceleration.

Website: www.highland-marketing.com.

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