

Portfolio MEDIA RELATIONS



Head of the Charles Regatta

Affiliation: Elevate Communications

Support the Head of the Charles Regatta through a robust communications plan to drive attendance and national event recognition.

Overview

Initiatives

- Head of the Charles

Programs

- Athlete + executive PR
- Tourism + Destination PR
- Media relations
- Event PR + management

Strategy

- Media tour
- Long-lead and short-lead media relations
- Hyperlocal outreach
- Editorial calendar program
- Things-to-do round-up outreach
- Calendar + postables listings

Secured Coverage

November 14, 2017 [U.S. News & World Report](#)
Best Times to Visit Cambridge, MA [LINK](#)

October 25, 2017 [Town and Country Magazine](#)
A Look at the 2017 Head of the Charles Regatta [LINK](#)

October 10, 2017 [Fodor's Travel](#)
Mark Your Calendar [LINK](#)

August 23, 2017 [Where Traveler Boston](#)
A Spectator's Guide to the Head of the Charles Regatta [LINK](#)

April 24, 2017 [Men's Journal](#)
The Mighty American Road Trip: Cruise Through the Sweeping Mountain Ranges and Colonial Cities of New England [LINK](#)

October 21, 2016 [Boston.com](#)
5 things you probably didn't know about the Head of the Charles [LINK](#)

October 16, 2015 [Improper Bostonian](#)
If You Go: Head of the Charles [LINK](#)



PRESS RELEASE

The Head Of The Charles® Regatta Names Kathy Kirk as New Chairman

Kirk succeeds longtime chairman Edward Smith, who will continue to serve in an ex-officio role with the Head Of The Charles Regatta

Boston, MA (March 3, 2016) – The Head Of The Charles® Regatta (HOCR), the world's largest two-day rowing competition, announced today that its board of directors has elected Kathy Kirk as Chairman of the Regatta, beginning in 2016. Kirk succeeds Edward Smith, who has led the board since 1997 and been a central figure in the running of the Regatta for the majority of its 51 years of operation.

Smith will continue to support the board and the Head Of The Charles Regatta in an ex-officio role. He was honored for his decades of work with a trophy in his name at the Regatta's 50th anniversary in 2015.

"For the past 25 years, Ed Smith has provided the guiding leadership for the Regatta as our master strategist," said Fred Schoch, the Executive Director of the HOCR. "Moreover, he has been my personal mentor and friend throughout his tenure and has helped me achieve many important goals as executive director. Ed cares deeply about rowing and the Regatta's place in history and I am grateful that he will continue to contribute for the foreseeable future."

Kirk has served as a Managing Director of the Head Of The Charles Regatta since 2008. She is an alumnus of Harvard Radcliffe Lightweight crew team and active member of numerous charitable and for-profit institutions in New England.

"The appointment of Kathy Kirk to chairman is a timely and exciting move for the Regatta," Schoch continued. "She brings years of experience, commitment and passion to the post and will be a strong voice for the next phase of our growth. A long-time sculler, Kathy loves working with volunteers and solving problems. She will be a fantastic and visionary leader for the Regatta."

One of the world's preeminent rowing competitions, the HOCR attracts close to 11,000 competitors and more than 400,000 spectators annually. The 52nd Head Of The Charles Regatta will take place October 22-23, 2016. For more information on HOCR, visit www.hocr.org.

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PRESS RELEASE

Olympians Headline the 52nd Head Of The Charles® Regatta

Head Of The Charles Regatta to be held October 22-23 in Boston and Bring Close to 11,000 Competitors and Tens of Thousands of Spectators to the Two-Day Rowing Event

Boston, MA (September 21, 2016) – The Head Of The Charles® Regatta (HOCR), one of the world's preeminent rowing competitions, will take place the weekend of October 22-23 in Boston. The 2016 Regatta will be highlighted by a roster of competitors fresh off the Rio Summer Olympics and feature a variety of races for U.S. and international rowers of all ages and abilities. Presented by BNY Mellon and celebrating its 52nd year, the Head Of The Charles is expected to attract close to 11,000 competitors and tens of thousands spectators over the two-day event.

The Head Of The Charles attracts a world-class field of competitors and the 2016 Regatta will include a group of elite US and international rowers, including athletes who competed at the Rio Olympics. Among the Olympic athletes expected to participate are members of the gold medal winning U.S. Women's Eight; gold medalists Mahe Drysdale (New Zealand) and Valent Sinkovic (Croatia); silver medalists Gary and Paul O'Donovan (Ireland), Damir Martin (Croatia) and James McRae (Australia); and bronze medalist Olaf Tufte (Norway). In total, more than 50 athletes who participated in the Rio Olympics are expected to row at the HOCR. In addition, many of the top US universities and elite rowing clubs will compete in the Regatta.

"This year's HOCR promises to be one of the most exciting US and international fields this event has ever seen," said Fred Schoch, the Executive Director of the HOCR. "From local competitors to international rowing legends, the Regatta brings the most talented athletes in rowing from around the world to Boston. This is truly a global competition and we are thrilled to have so many Olympians competing in this year's regatta off the heels of Rio."

BNY Mellon, a global leader in investment management and investment services, returns for the fourth of a five-year commitment as Presenting Sponsor of the HOCR. The BNY Mellon Championship Trophy will be presented to the winning collegiate competitors in the Regatta's Men and Women's Championship Eights. The Yale University men's and University of California women's teams will defend their Championship Eights titles at this year's Regatta.

The 52nd Regatta also marks the addition of two new events and the expansion of Para Rowing events. The HOCR will debut a new youth event, the quad with coxswain, and introduce the mixed eight to replace the mixed quad as a Directors' Challenge event. Following the success of the Inclusion 2x Exhibition in 2015, the 52nd HOCR will incorporate the boat class as part of the TA 2x event and add the Inclusion 4+ to the LTA 4+ field. Inclusion boats are crews where 50 percent of the athletes, excluding the coxswain, have a qualifying visual, physical, or intellectual impairment that substantially limits one or more major life activities.

The 2016 Head Of The Charles Regatta also marks the first for new HOCR Chairman Kathy Kirk, who succeeded longtime chairman Edward Smith in March. Kirk has served as a Managing Director of the Head Of The Charles Regatta since 2008 and is an alumnae of Harvard Radcliffe Lightweight crew team.

The Head Of The Charles Regatta will be free and open to the public. In addition to exhilarating rowing action on the challenging three-mile course – beginning at Boston University's DeWolfe Boathouse and finishing at Artesani Park in Brighton – the Regatta offers a number of family-friendly activities. These activities include the Rowing and Fitness Expo; food vendors serving delicacies from all over the world; and Reunion Village – the half-way point of the race offering clubs, schools, alumni groups, parents, boosters and more the opportunity to catch up with friends in a fun and relaxed environment.

For more information on the Head Of The Charles Regatta, please visit www.hocr.org, follow HOCR's official Facebook and Twitter pages, as well as the official 2016 regatta hashtag #HOCR52.

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