

Royal St. John's Regatta

2011 Media Information



2011 Race Information

2010 Race Results

Race #1 NTV Satellite Network Male Amateur 09:00

Crew: Rogers Bussey Lawyers Time: 9:03.98
Coxswain: Ron Brennan, Stroke: James Cadigan, #5: Chris Neary, 4: Ronnie Whitten, 3: Daniel Cadigan, 2: Craig Whittle, 1: Matthew Manning, Spare: Brent Hickey, Coach: Ben Colbourne
Shell: Miss Tubular

2: OZ FM 9:26.87
3: Marco Intermediate Men 9:40.49
4: RNC Masters 9:44.62
5: Carew Services 9:54.24

Race #2 Aliant Property Management Male All Comers 09:30

Crew: Kelly's Pub Time: 10:09.65
Coxswain: Ted Blanchard, Stroke: Wish Pittman, #5: Geoff Humphries, #4: Mike Adams, #3: Ron Boland, #2: Bruce Peters, #1: Ed Oates, Spare: Chris Bartlett,
Shell: President's Choice

2: Town & Country 10:17.74
3: AMEC 10:37
4: Cox & Palmer 10:52.15
5: Canadian Forces Men 10:54.51

Race #3 Newfoundland Labrador Hydro, a Nalcor Energy company Female Amateur 10:00

Crew: M5 Time: 4:58.60
Coxswain: Mark Hayward, Stroke: Katie Wadden, #5: Heather Stone, #4: Ashley Peach, #3: Amanda Hancock, #2: Alison Peach, #1: Kim Oates, Coach: Bert Hickey/Mike Power
Shell: Captain Morgan

2: Smith Stockley 5:01.88
3: Lamb's Rum 5:07.43
4: JAC (John Atkins & Company) 5:16.13
5: Norampac 5:41.54

Race #4 NL Power Female Merchantile 10:30

Crew: Westower Time: 5:36.52
Coxswain: Kevin Greeley, Stroke: Colleen Ryan, #5: Connie Cornick, #4: Patricia Churchill, #3: Karen Slaney, #2: Corena Boland, #1: Tammy Crickard, Spare: Meghan Saunders, Spare: Nicole Saunders
Shell: Smith Stockley

2: Hanlon Realty 5:46.59
3: Prudential Reardon Realty 5:48.13
4: Canadian Forces 5:49.56
5: Fluor 5:59.10

Race #5 WestJet Female Intermediate/Ultramar Female Juvenile 10:50

Crew: Pouch Cove Pharmacy (Juvenile) Time: 6:01.53
Coxswain: Andrew Maloney, Stroke: Emily Roche, #5: Laura Roche, #4: Alice Codner, #3:
Danielle Broomfield, #2: Catherine Murrin, #1: Meghan O'Rielly,
Shell: Miss Tubular

2: The Seafood Shop (Juvenile) 6:08.61
3: Universal Corporate Wear - Winner, Intermediate 6:02.40
Coxswain: Robert LeGrow Stroke: Alyssa Gruchy #5: Michelle Croke #4: Heather Noseworthy #3:
Jessica LeGrow #2: Katie Breen #1 Deanna Mooney
Shell: Dictator
4: Lynx Logistics 6:08.61
5: Kevin Martin Remax (Juvenile) 7:03.67

Race #6 Memorial University Female Commercial 11:10

Crew: Murray Premises/RNC Time: 5:41.35
Coxswain: Lori Normore, Stroke: Talia Murphy, #5: Nicole Percey, #4: Shawna Walsh, #3:
Jennifer Clarke, #2: Jenelle Curtis, #1: Jessica Sutton, Coach: Jimmy Carroll
Shell: President's Choice

2: Trimmer Homes 5:46.11
3: Floor Source/G&G Contracting 5:47.72
4: Republic of Doyle 5:49.18
5: Roebothan McKay Marshall 5:51.72

Race #7 Marine Institute Female Memorial 11:30

Crew: Fortis Time: 5:43.98
Coxswain: Dave Ryan, Stroke: Krista Marshall, #5: Keira Marshall, #4: Anna King, #3: Nicole
Dalton, #2: Amy Henderson, #1: Amanda Baker, Spare: Nancy Mitchell,
Shell: Good Luck

2: Shamrock City Pub Rowing Club 5:51.79
3: Firmini Concrete/ Trimmer Homes 6:02.74
4: Hatch 6:09.64
5: Kelly's Pub 6:13.75

Race #8 BellAliant Female Midget 11:50

Crew: Eastern Siding Systems / Portugal Cove - St. Philip's Rowing Club Time: 6:45.27
Coxswain: Sandy Greeley, Stroke: Rebecca Stoodley, #5: Melanie Thomas, #4: Taylor Fry, #3:
Stephanie Coffey, #2: Sarah Bugden, #1: Hilary Johnson, Spare: Heather Hynes, Coach: Patricia
Walsh
Shell: Smith Stockley

2: Gardner Coombs Winsor Coombs Chartered Accountants/Harmony Financial Inc. 7:02.87
3: Learning to Row 7:34.94
4: O'Brien's Drilling Services 7:51.34

Race #9 CBC Male Commercial 2:20

Crew: Marine Institute / Canadian Forces Time: 10:45.53
Coxswain: Paul Ring, Stroke: Scott Steeves, #5: Lane Richmond, #4: Aaron Zwaan, #3: Robert Sanford, #2: Gregory Smyth, #1: Shawn Miller, Spare: Shane Harvey
Shell: *Smith Stockley II*

2: Plato 11:10.61
3: Safe Work Men 11:16.21

Race #10 The Telegram Male Service/Islander RV Male Midget 2:40

Crew: Waypoints / PSN (Midget Category) Time: 6:20.43
Crew: East Coast Marine (Service Category) Time: 10:42.56
Coxswain: Bill Maher, Spare: Rick Coish, 5: Mike Hickey, 4: Derm Laymen, 3: Dan Harte, 2: Gerry Squires, 1: Cyril Coombs
Shell: *HydroWise*

2: East Coast Tubulars Limited/Memorial University Engineering 11:02.08
3: Waterford/Spartan 12:08.58

Race #11 Sobeys Female General Workers 3:00pm

Crew: Proactive Physiotherapy Time: 5:31.72
Coxswain: Ashley Drake, Spare: Pamela Power, #5: Michelle Andrews, #4: Laura Hancock, #3: Joanne Drake, #2: Lisa Sweet, #1: Krista Matthews, Spare: Debbie Bishop,
Shell: *Miss India*

2: Bren Kir 5:43.43
3: Upper Lake Shipping 5:43.99
4: The Keg 5:48.09
5: Hearn Fougere Architects 5:50.09

Race #12 City of St. John's Female Labour 3:20

Crew: All Star Rebar Time: 5:49.68
Coxswain: Denise Carew Stroke: Steph Pelley, #5: Michelle Courish, #4: Hollie Dawson, #3: Amanda Morrissey, #2: Stephanie Motty, #1: Vanessa Woodman
Shell: *Lamb's Palm Breeze*

2: AKCS Offshore Partner 6:04.46
3: Marine Institute / Canadian Forces 6:09.10
4: Try The Trade 6:23.64
5: Fisher's Loft Loves Unfit Mothers 6:25.13

Race #13 Alec G. Henley Female Service 3:40

Crew: Baker Hughes Time: 5:57.80
Coxswain: Joe Dowden, Stroke: Lori Anne Hallett, 5: Kathy Hudson, 4: Krista Georgina Abbott, 3: Krista Gorman, 2: Michelle Shea, 1: Dana Hallett, Spare: Katie Puddester, Coach: David Hallett
Shell: *Smith Stockley II*

2: Ellsworth Industrial Group 6:04.15
3: Acergy 6:05.07
4: Safe Work Women 6:09.53

Race #14 Neville Consulting Female Club 4:00

Crew: Magic Wok Time: 6:01.05
Coxswain: Rich Bailey, Stroke: Nancy Wadden, 5: Susan Langer, 4: Jodi Branton, 3: Jenna Blackwood, 2: Robyn Newman, 1: Michelle Corbett,
Shell: The Sea Hawk

2: Nalcor 6:01.41
3: Norman's Trim 6:19.93
4: Waypoints 6:41.80

Race #15 Goodlife Fitness Female All Comers 4:20

Crew: Skyway Rentals Time: 5:59.18
Coxswain: Danielle Irvine, Stroke: Nicole Peddigrew, 5: Erika Rendell, 4: Maria Kehoe, 3: Amy Hilliard, 2: Emma Nitsche, 1: Jennifer Jacobs
Shell: Stroke of Power

2: Young Drivers of Canada 6:14.45
3: Health Quest 6:22.82
4: PF Collins 6:33.00

Race #16 Merlin Security and Automation Female Service 4:40

Crew: Trapper John's Museum & Pub Time: 6:31.15
Coxswain: Dean Lear, Stroke: Sharon Lear, #5: Kathy Clouter, #4: Kelly Roche, #3: Shannon Stamp, #2: Kate Moffatt, #1: Jenny Bowring, Spare: Elizabeth Rideout, Spare: Kelly Moore,
Shell: Hydrowise

2: Platinum Limo Ladies 6:40.09
3: Home Elements 6:40.94
4: Kelloway's Construction / Portugal Cove - St. Philip's Rowing Club 7:14.83

Race #17 WestJet Male Intermediate 5:00

Crew: Waypoints/PSN Time: 11:47.64
Shell: The Ranger

2: Newfound Rowers 12:05.44

Race #18 Female Championship Race 7:00

Crew: M5 Time: 5:05.22
Coxswain: Mark Hayward, Stroke: Katie Wadden, 5: Heather Stone, 4: Ashley Peach, 3: Amanda Hancock, 2: Alison Peach, 1: Kim Oates
Shell: Miss Tubular

2nd Place: Smith Stockley Time: 5:11.46
Coxswain: Paul Ring, Stroke: Tina Hunt, 5: Tracy Hussey, 4: Teresa Butler, 3: Candace Mercer,

2: Wendi Young, 1: Michelle Jenkins
Shell: Good Luck

3rd Place: Lamb's Rum Time: 5:17.00
Coxswain: Gord Delaney Stroke: Catherine Kelly 5: Krista Carew, 4: Jennifer Carroll, 3: Meghan Dalton, 2: Terri Roberts, 1: Alison Jones, Spare: Paulette Tobin, Coach: Doug Trainor
Shell: Miss Molson

4th Place: JAC (John Atkins & Company) Time: 5:17.57
Coxswain: Ron Brennan, Stroke: Jane Brodie, 5: Steph Davis, 4: Allison DeLong, 3: Amanda Ryan, 2: Hilary Sinclair, 1: Shannon Driscoll, Spare: Alyssa Devereaux, Coach: Paul Power/John Smyth
Shell: Captain Morgan

5th Place: Proactive Physiotherapy Time: 5:54.15
Coxswain: Rich Bailey, Stroke: Megan Dawe, 5: Stacey Moran, 4: Danielle McNicholas, 3: Nicole Dewling, 2: Susan Conway, 1: Jill Collins
Shell: Miss Labatt

Race #19 Male Championship Race 7:30

Crew: Rogers Bussey Lawyers Time: 9:32.76
Coxswain: Ron Brennan, Stroke: James Cadigan, 5: Chris Neary, 4: Ronnie Whitten, 3: Daniel Cadigan, 2: Craig Whittle, 1: Matthew Manning, Spare: Brent Hickey, Coach: Ben Colbourne
Shell: Miss Tubular

2nd Place: OZ FM Time: 9:56.03
Coxswain: Danny Harte Stroke: Jon LeDrew 5: Paul Hussey 4: Chris Quinton 3: Blair White 2: Josh Sutton 1: Adam Nichols Spare: Chris Clarke Spare: Tyler Young Coach: Paul Power
Shell: Captain Morgan

3rd Place: Marco Intermediate Men Time: 10:08.67
Coxswain: Gerard Doran, Stroke: Patrick Griffiths, 5: Brent Payne, 4: Perry Doran, 3: Mark Perry, 2: Cameron Raman-Nair, 1: James Halley
Shell: Miss Molson

4th Place: RNC Masters Time: 10:17.98
Coxswain: Bill Hickey, Stroke: Bill Janes, 5: Perry Cahill, 4: Jim Carroll, 3: Rob Bradbury, 2: Bill James, 1: Gerard Ryan, Spare: Bill Holwell, Spare: Ross Poole
Shell: Dictator

5th Place: Carew Services Time: 10:39.53
Coxswain: Denise Carew, Stroke: Jason Carew, 5: Mike Carew, 4: John Brocklehurst, 3: Terry Carew, 2: Steven Crew, 1: Chris Carew, Spare: Eric Crane, Spare: Dean Hammond, Coach: Jack Fagan
Shell: Good Luck

Regatta History

History of the Royal St. John's Regatta

General Information

Many local historians believe that rowing and sailing competitions between the crews from various ships in the harbour and the local populous pre-date any of the records we have been able to verify. St. John's, with its magnificently sheltered harbour, had become a growing centre of activity, and early settlement, as far back as early 1700's. The fishing and trading season generally lasted from May to September. This gave the transient and local population only a few months to form summer friendships and raise a challenge to each other's sailing and rowing skills. The boat racing, which later became our Regatta, came into existence as a natural form of friendly competition among a seafaring people.

The rivalry amongst the crews of the various ships in the harbour sparked both sailing and rowing challenges. Brief early records give reference to the use of "gigs", "jolly-boats", and "whale" boats which were used in early competition. A "gig" is defined as: a loght, narrow clinker-built ships boat, adapted either for rowing or sailing. Little else is known of a "gig's dimensions or use. All boats used during this early period were owned by the companies which owned the ship or in some cases by individuals.

The very earliest verifiable mention of a rowing competition dates back to 12 August 1816.

In its early days the boat races were held over a space of three days, and old-fashioned gigs and yawls and long boats were manned by brawny sailors and fishermen who won monetary rewards and fleeting fame and the plaudits of a merry crowd of holiday makers.

During the first 30 to 40 years of Regatta history the races often took one, two, even three days to complete. Some challenges were for sailing while others were for racing. Crews and boats had to be classified or matched so that all challenges could be met. Sailing matches were initially held in the Harbour with rowing matches reserved for Quidi Vidi. Eventually all races moved to Quidi Vidi, perhaps to avoid interfering with a busy port's activity and possibly to accommodate the growing crowds of spectators so eager to watch the festivities.

1816

Long before Newfoundland was granted a Representative Government there was Regatta in St. John's. The Royal Gazette in its issue of 6 August 1816 records the arrival in the port of St. John's of:

- the sloop, George
- the schooner, Elizabeth
- the brigantine, Fame
- the brig, Azores
- the brig, Unanimity
- the brig, Lightning

In the same issue of the Royal Gazette there is a report on a rowing match (which) will take place on Monday next between two boats upon which considerable bets are depending. They are to start at half past one o'clock from alongside the prison ship. The prison ship was moored in the harbour and there are references to boat races being held on the harbour in these early years.

1818

Throughout the history of Newfoundland the ardent loyalty of Newfoundlanders to the King/Queen and Country remains a proud facet to their character. The evolution of the Regatta also shares very strong links to the major events which surround the Monarchy. The races of 1818 were held on September 22 in order to co-incide with the 47th anniversary of King George III's official coronation on September 22, 1761.

1826 Marks the first recorded reference to an official organizing committee called The Amateurs of Boat Racing. Prior to this date the Regatta's were organized on an ad hoc basis with few specific rules or regulations. The media accounts refer to the Regatta as The St. John's Annual Regatta, establishing its past, and with its new organization, its future. It is from this date that the Regatta Committee takes its anniversary. 1996 will officially be the 170th running of the St. John's Regatta - North America's Oldest Continuing Sporting Event

For more information about the history of the Royal St. John's Regatta, be sure to visit the Collections Canada website: "The History of the Royal St. John's Regatta Project".

Times for Championship Races

Official Male Championship Times: 1987 - 2010

Year	Racing Shell	Time	Crew
1987	The Native	9:55.06	Smith Stockley
1988	The Viking	9:29.34	RNC-Lakeshore Homes
1989	The Blue Peter	9:01.17	RNC-Lakeshore Homes
1990	The Viking	9:10.02	RNC-Lakeshore Homes
1991	The Good Luck	8:59.42	Smith Stockley-Outer Cove
1992	The Good Luck	9:04.51	Smith Stockley-Outer Cove
1993	The Dictator	9:20.23	Outer Cove-Cold well Banker
1994	The Good Luck	9:08.29	Smith Stockley-Outer Cove
1995	The Good Luck	9:01.11	Butternut Bread
1996	The Miss Molson	9:22.62	RNC-Grand Banks Alliance
1997	The Good Luck	9:11.06	Butternut
1998	The Captain Morgan	9:16.27	RNC-Discovery Springs
1999	The Good Luck	9:15.73	NTV
2000	Miss Molson	9:08.64	NTV
2001	Miss Molson	9:08.38	NTV
2002	Miss Molson	9:07.21	NTV
2003	Miss Molson	9:05.60	NF Power
2004	Miss Molson	9:12.73	NTV
2005	Miss Tubular	9:03.99	The Independant
2006	Miss Tubular	9:24.45	Crosbie Industrial
2007	Miss Tubular	8:51:32	Crosbie Industrial
2008	Miss Molson	9:22:23	O'Dea Earle
2009	Miss Tubular	9:09:72	East Coast Maintenance Services
2010	Miss Tubular	9.32.76	Rogers Bussey Lawyers

Official Female Championship Times: 1987 - 2010

Year	Racing Shell	Time	Crew
1987	The Blue Peter	5:53.02	Ryan's Construction
1988	The Native	5:20.34	OZ FM
1989	The Native	5:22.07	OF FM
1990	Blue Peter VI	5:08.34	OZ FM
1991	The Dictator	5:10.97	Trinity Bay Offshore
1992	The Good Luck	5:17.78	VOCM-Hibernia
1993	The Dictator	5:11.69	OZ FM-Mark's Work Warehouse
1994	The Good Luck	4:59.52	OZ FM
1995	The Good Luck	5:01.98	Keyin Tech
1996	The Miss Molson	5:18.65	Keyin Tech
1997	The Captain Morgan	5:10.30	Keyin Tech
1998	The Good Luck	5:04.55	OZ FM
1999	The Good Luck	5:03.59	Keyin Tech
2000	The Good Luck	5:07.82	OZ FM
2001	The Good Luck	5:11.41	Keyin Tech
2002	Miss Tubular	5:08.33	OZ FM
2003	Miss Tubular	4:58.68	OZ FM
2004	Miss Tubular	5:06.46	Jungle Jim's
2005	Miss Molson	4:57.78	Compusult A/Canada Games
2006	Miss Tubular	5:17.16	OZ FM
2007	Miss Tubular	5:06:16	O' Dea Earle
2008	Miss Tubular	5:03:51	H.J. O'Connell Construction
2009	Good Luck	5:08:27	JAC Marketing & Advertising / Canada Games
2010	Miss Tubular	5.05.22	M5

Championship Trophies

The championship awards for the Royal St. John's Regatta are uniquely different with striking similarities.

The Kim Stirling Memorial Trophy for the female champions and the Molson-Gerry Angel Memorial Cup for the male champions are nearly as well known as hockey's Herder Memorial Trophy and both are presented in memory of individuals who loved and cherished the Regatta.

Stirling was killed tragically in an automobile accident in Western Newfoundland in 1977 when she was 19. She gained her affection for the Regatta after three races while Angel, who was 89 when he passed away in 2002, had 74-year association with the Regatta and was the only honorary life president it ever had.

Their love for the Regatta was mutual and is reflected in the historic trophies. The Kim Stirling Memorial Trophy is regarded as the most beautiful of all the athletic awards within Newfoundland and Labrador.

"Uniquely Newfoundlandic" is how John Perlin describes the trophy. Topped by a pewter racing shell that was modeled after the famous Blue Peter and features a rowing crew, the award is fixed top a block of Labradorite on a wooden base.

The base is 26 inches long with the racing shell measuring 18 inches. Including its Plexiglas cover, added when Hamelman Jewelry refurbished it in 1997, it stands 10 inches tall. Perlin, a Regatta Hall of Famer and past president, arranged for well-known sculptor Francis J. ("Frank") Warren to design the trophy in time for its first presentation in 1979 with the Health Sciences crew recording the initial victory.

"Joyce and Geoff Stirling, Kirn's parents, wanted something that was unique, beautiful and had a Newfoundland connection," Perlin remembers. "I know that was certainly achieved." The Molson-Gerry Angel Memorial Cup has a 10-inch silver cup mounted on a 20-inch ebonized wood base. It is extremely impressive.

First presented as the award for the men's championship race in 1954, it was provided by Carling Breweries in the U.S. through the NCO Club at Pepperell U.S. Air Force Base. The Air Police crew from Pepperell was its first winner.

Paddy Dobbin was the agent for Carling Breweries in and he was responsible for that company's beer for all the U.S. bases within the province. In the 1940s he had the U.S. brewery agree to provide the title award, and then named the Carling Cup for the Armed Forces Race that featured mostly crews from Pepperell.

Carling in the U.S. purchased O'Keefe Breweries of Canada and the Carling-O'Keefe firm was born. Carling-O'Keefe purchased the local Bennett Brewery that produced Dominion Ale. Around 1973, Carling O'Keefe arranged with the Regatta Committee to have the impressive award become the Dominion Ale Cup.

When Molson and Carling-O'Keefe merged, the award went to Molson who continue its sponsorship. Its latest name change is a very worthwhile and impressive tribute to the late Mr. Angel, who was a long-time employee of Molson Brewery in St. John's.

(Dee Murphy)

Background to The Kim Stirling Memorial Trophy

Kim Stirling was the daughter of Geoff and Joyce Stirling of Middle Cove, Newfoundland. Kim was an avid rower who dearly loved the sport and participated in the Regatta for four years with the Apache Female Crew, up until 1977, when at the age of 19, on October 16, she was tragically killed on the west coast of Newfoundland in an automobile accident. During her years of rowing, Kim expressed her concern and disappointment to her mother that there was not a female championship race as there was for the male. Consequently, when she died, Geoff and Joyce decided that they would create a female championship trophy in her honour and memory. With the advice and assistance of John Perlin, then president of The Regatta Committee, the artistic services of Ted Warren, were enlisted. Ted was a sculptor who worked in pewter and lived on Bonaventure Avenue in St. John's. It was decided a shell of delicate proportions mounted on a wooden base would be an appropriate and impressive female trophy. It took a year to complete and was ready for presentation in 1979. A further note of human interest: Kim had mentioned to her mother the last summer she rowed, when she died an old lady after many years of rowing, she would like to be buried on the finish line in the Anglican Cemetery. In the fall of 1977, at the age of 19, she was.

Background to The Molson Gerry Angel Memorial Trophy

The male championship trophy, as it is known today, was first presented in 1954. It was provided by Carling Breweries in the United States through the Pepperrell Air Force Base Non-Commissioned Officers Club in St. John's. Fittingly, the Air Police Crew from Pepperrell was its first recipient. In the 1960s, Carling Breweries in Newfoundland was responsible for beer distribution for all the United States Bases within the province. During this time, the title of trophy was renamed the Carling Cup. It was to be awarded to the winners of the Armed Forces Race, which consisted mainly of crews from Pepperrell. Carling Breweries in the United States purchased O'Keefe Brewing Company in Canada and consequently, Carling O'Keefe was created. Carling O'Keefe then purchased Bennett Brewery, located in Newfoundland, and was known for its production of Dominion Ale. In 1973, Carling O'Keefe and the Regatta Committee renamed the distinctive trophy, the Dominion Ale Cup. When Molson and Carling O'Keefe merged in 1989 to form Molson Breweries Canada, the trophy was transferred to Molson, who retain its sponsorship at the present time. In 2002, the trophy was renamed once again, and is now known as the Molson Gerry Angel Memorial. This was done to honour the memory of a very worthwhile, dedicated and impressive gentleman, Gerry Angel. Mr. Angel was not only a longtime employee of Molson Breweries in St. John's, but in 1982, he was given the first title of Honourary Life President of the Regatta Committee. The contributions that Mr. Angel had made to The Royal St. John's Regatta were extensive and inspiring, symbolically comparative to the impressiveness of the 10 inch silver cup mounted on the 20 inch ebonized wooden base. Each year, the winners of the Molson Canadian Male Championship Race are presented with the Molson Gerry Angel Memorial, gold medals and token Dominion T-shirts. In 2010, there has been a change to the medals they will receive. The inserts will take the shape of the unique and coveted Molson Gerry Angel Memorial.

History of the Royal St. John's Regatta Crest





Supporters/Royal Crown

When the designation Royal was given to the St. John's Regatta in 1993, the crest gained half caribou, half brown trout supporters. These are adorned by maple leaves and have circlets with the Royal Medallion hanging from them. The maple leaves represent competitors and spectators who come from all across the great nation of Canada, while the Royal Medallion represents the traditional connection that has existed between the Regatta and the Monarchy.

The supporters themselves represent the spirit of Quidi Vidi Lake. They have the strength of the caribou matched with the speed and agility of the brown trout - characteristics of all who compete in the races.

The caribou is taken from the Coat of Arms of Newfoundland and Labrador. When combined with the tail of the brown trout, it represents the riches of the natural resources of the province.

The supporters rest on a rocky formation which symbolizes the shores of Quidi Vidi Lake, where the races take place every year.

The Lamb



The crest employs a Paschal Lamb taken from the Crest of the City of St. John's. However, this lamb is holding an oar as opposed to the pennant staff on the city crest. This shows the close relationship between the Regatta and the City of St. John's.

The Lamb is standing on a rocky formation that is indicative of the connection with Newfoundland and Labrador.

Crown of Rocks / Helmet

The Lamb is standing on a rocky formation that is indicative of the connection with Newfoundland and Labrador.



This rocky formation is then encircled with alternating crosses of Malta and the Pitcher Plant, the provincial floral emblem. The Cross of Malta is used when mentioning St. John in heraldry because it is taken from the insignia of the Order of St. John, which was given to the Island of Malta by the Emperor, Charles V.

Below this is a crest wreath that shares the same colours as the Shield, silver and blue. From this flows the cape-like mantling, which leads to the helm or the helmet that rests atop the shield.

Shield



The shield displays a vertical shell within an inverted chevron laid on a field of wavy silver and blue lines. This represents a Regatta shell cutting through the waters of Quidi Vidi lake to victory

Rocks of Quidi Vidi



The supporters rest on a rocky formation which symbolizes the shores of Quidi Vidi Lake, where the races take place every year.

The Motto

At the very bottom of the crest lies a golden banner with the Latin motto "*Certamen Traditione Regatur*" which translates as "Let the Contest be Governed by Tradition"



Hall of Fame

2011 Hall of Fame Inductees

The Royal St. John's Regatta Committee inducted three new members to the Royal St. John's Regatta Hall of Fame during a luncheon hosted by the City of St. John's on July 27th, 2011 at City Hall.

One builder and two crews made up the 2011 inductees.

Sandy Greeley

In 1955, at the age of 14, Sandy Greeley began rowing and he has been "on the pond" ever since; many years as an athlete, the majority as a coxswain.

In 1968, Sandy began his coxswain career leading his teams in four separate races as well as rowing and winning one of his own. Throughout his career on the pond, there have been many memorable moments. In 1971, Sandy made headlines steering the winners in the Male Championship Race and being awarded both the Ned Tilley Memorial Trophy for the coxswain with the fastest time of the day and the Levi "Shotty" Rogers Memorial Trophy for the most first place finishes. In 1973, he steered his midget male crew, the YMCA, to win with record breaking time of 4:49. In 1974, he steered the Newfoundland Light and Power crew to a dead heat finish against the Hickman's crew, the first ever in Regatta history. That same year he was again awarded both the Ned Tilley and Levi "Shotty" Rogers trophies.

After winning the Levi "Shotty" Rogers Memorial Trophy for 3 consecutive years, he was permitted to keep the original trophy and the Rogers family donated another to replace it. In 1975, the new trophy began its legacy at the Regatta and was awarded once again to Sandy Greeley for coxswain with the most first place finishes at that year's Regatta.

Sandy Greeley has given hard work, long hours and unfaltering dedication to his crews and The Royal St. John's Regatta. For this, he is a worthy recipient of admission into The Royal St. John's Regatta Hall of Fame in the Coach/Coxswains Category.

1885 OUTER COVE FISHERMEN MALE CREW

The Outer Cove Fishermen Crew of 1885 could be referred to as the forgotten crew as they were overshadowed by the achievement of the Outer Cove Fishermen Crew of 1901.

During the St. John's Regatta of 1885, rowing in the racing shell "The Myrtle", this crew won the Male Championship Race and in doing so, set a new course record of 9:20. This record lasted 16 years and was not beaten until the Outer Cove Fisherman Crew of 1901 set a new standard of 9:13.

During an era when living standards were poor and rowing equipment was less than ideal, this superbly trained, skilled and fiercely competitive crew, covered the mile and three-fifths course in a time that for almost 100 years could only be beaten by one other crew. With the exception of the 1901 Outer Cove Fisherman Crew, no other crew, in the 190 year history of The Royal St. John's Regatta has held a course record for 16 or more years.

The 1885 Outer Cove Fisherman Crew consisted of: Cox: Walter Power; Stroke: Walter (Walt) Power; #5 Mike Stack; #4 William Power; #3 Michael Hanlon; #2 Nix Power; and #1 James Hickey

1991 SMITH STOCKLEY/OUTER COVE MALE CREW

The honour of recording the first official time under 9 minutes was earned by the 1991 Smith Stockley/Outer Cove Crew in the Male Championship Race. Much to the delight of thousands of spectators and The Governor General of Canada, Mr. Ray Hnatyshyn, and his wife, Mrs. Gerda Hnatyshyn, the team registered a time of 8:59.42 in the final race of the day.

The 1991 Smith Stockley/Outer Cove Crew was a crew of veteran rowers predominantly in their 30's and 40's, with only one oarsman in his 20's. They began their strict training regiment of running, weight lifting and indoor rowing long before the rowing season. They had unofficially rowed 8:46 in a practice spin just two days before the event. On Regatta Day, the weather wasn't perfect; in the morning Amateur Race they were first in a time of 9:04.19; in the afternoon Service Race they were again first with a time of 9:03.64. The pond conditions improved and in the Male Championship Race, the crew had the exciting time of 8:59.42 and became the first crew to break the 9 minute mark on the pond.

To mark their incredible achievement in a special ceremony at the Marquee wharf, the Governor General presented the Champions with the Lord Warden's Award: Queen Mother's 90th Birthday Crowns that had been obtained from Buckingham Palace, to be awarded to the first crew to break the existing record. The team also received The Henley Rings which were donated by Alec Henley for the first male crew to row under 9 minutes.

The crew consisted of Coach: Mike Power, Coxswain: Rich Bailey, Jim Hibbs, John Barrington Sr., Ken Power, Dave Kelly, Paul Boland, Bert Hickey and Spare: Darrin Kelly.

The Royal St. John's Regatta Hall of Fame Inductees

- 1987:** Philip Browne, James A. Clancy, Samuel Ebsary, Honourable Justice James D. Higgins, Honourable Justice William J. Higgins, John J. Kenny, Lord Edward Morris, John J. Reardigan, Levi Rogers
Crews: The 1877 Placentia Male Crew; The 1901 Outer Cove Male Crew
- 1988:** Rendell W. Jeans, James A. Ring, Robert Sexton
- 1989:** Gerald P. Angel
Crews: The 1856 Quidi Vidi Female Crew
- 1990:** Honourable Sir Edgar R. Bowring, Gordon Tilley, John M. Tobin, Arthur G. Williams
- 1991:** No Inductees
- 1992:** No Inductees
- 1993:** James J. Carter, Jack Connors, Gerry Lewis, Gerald Stone
Crews: The 1958 Hotel Newfoundland Female Crew
- 1994:** John J. Coaker, Adrian O'Keefe, John O'Neill, John Perlin
- 1995:** Alfred Holwell, Samuel Loveys, Patrick Ring, Geoffery Stirling
Crews: The 1904 Blackhead Fishermen Male Crew
- 1996:** Mike Dwyer, Gert Reardigan, Tom Traverse
Committees: The 1826 Regatta Committee, The 1871 Regatta Committee
- 1997:** Cyril Boland, Alec G. Henley, John Warren
Crews: The 1964 William Summers Jr. Male Crew
- 1998:** Thomas Kearsey, Richard Squires, Thomas Stone
Crews: The 1939 West End Police Male Crew
- 1999:** Andrew Crosbie, Michael Howley, Mike Power
Crews: The 1981 Smith Stockley Male Crew
- 2000:** Max Dowden, Ed Hennessey
Crews: The 1982 Outer Cove Male Crew
- 2001:** John Barrington
Crews: The 1994 OZ-FM Female Crew
- 2002:** George Stockley
Crews: The 1944-1948 Army Dock Male Crew, The 1949-1950 Higher Levels Intermediate Male Crew
- 2003:** William Murphy
Crews: The 1944-1948 U.S. Army Dock Male Crew, The 1959-1964 William Summers Junior Male Crew
- 2004:** John O'Mara, Richard Pittman, Arthur Snow, Theo Whitten
- 2005:** Donald S. Johnson, Adrian Traverse
Crews: The 1954-1955 U.S. Air Police Male Crew, The 1995 Keyin Tech Female Crew
- 2006:** Paul Campbell
Crews: The 1979-80 Health Sciences Centre/General Hospital Female Crew
- 2007:** William Clarke, Cyril Collins, Lee Halleran, Joseph Healey
Crews: The 1997 Butternut Male Crew
- 2008:** No Inductees
- 2009:** Ron Brennan, Gerald Keough, Ken Power
- 2010:** Andrew G. Carnell, David J. Fox
Crews: The 1989 RNC/Lakeshore Homes Male Crew
- 2011:** Sandy Greeley
Crews: The 1885 Outer Cove Fisherman Male Crew, The 1991 Smith Stockley/Outer Cove Male Crew

The 2011 Royal St. John's Regatta Hall of Fame Committee

Gary Squires (Chair), Karen Harvey (Secretary), Ted Blanchard, Paul Campbell, Brian Madore, Brendan McCarthy, Tom Stone

**The Renaming of the Bandstand in Recognition of
Major Walter F. Learning**

Major Walter F. Learning, CM

The Bandstand at Quidi Vidi Lake represents a long-standing icon of the Royal St. John's Regatta, providing a "home" to the Church Lads Brigade ("CLB")'s Regimental Band on the day of the Royal St. John's Regatta as the band entertained spectators and rowers alike.

Major Walter Francis Learning accepted the position of Bandmaster of the Regimental Band in 1964 and provided guidance and leadership to the band for 36 years, until his retirement as Bandmaster following the conclusion of the 2010 Royal St. John's Regatta.

Major Learning has been a long time member of the Church Lads Brigade, having joined the CLB in 1939 under the regimental number 5293. Throughout his 73 year involvement, he progressed through the ranks of the CLB and took a fond interest in music and joined the CLB's Regimental Band. Major Learning was a member with the Band for 68 years and played a leading role in recruitment classes, wherein he, and others, taught new recruits how to play, eventually taking on the position of Assistant Bandmaster for several years.

Through his involvement with the CLB Band, Major Learning has participated in or lead the Band in the Royal St. John's Regatta for 47 years, performing numerous songs from the Bandstand at Quidi Vidi Lake, at the start and finish of each race, and at various times throughout the day. Rain or shine, cold or heat the Band under Major Learning's guidance, performed admirably.

Major Walter F. Learning was awarded the highest award of the CLB, the Medal of Merit in 1992. He was appointed a member of the Order of Canada in 1995. In 1996 he was named the Knights of Columbus Citizen of the Year and in 2000, was presented with the Freedom of the City, by the City of St. John's. With the unfailing support that wife, Marjorie, provided for Walter throughout his career with the CLB band and the Regatta over those many years, these achievements could not have happened.

The Learning family has had a long involvement with the CLB and The Royal St. John's Regatta. Walter followed in his father's footsteps as he too played at the regatta, and his son Donald and son-in-law Gunnar were also members of the band. Mrs. Learning worked at the CLB concession and daughter Sheri sang the opening to the Regatta, the Ode of Newfoundland for many years. In fact with that involvement, encouraged by Walter, they didn't take their family vacation until after the first week in August!

With this background, passion for the Regatta and the CLB Regimental Band, it seemed only fitting, and truly deserved, for the Bandstand to be renamed as the Walter F. Learning Bandstand in recognition of Major Learning's almost 50 years of contributions to the CLB Regimental Band and the Royal St. John's Regatta!

**Course Officials, Certain Statistics and the 2011 Boathouse
Schedule**

Course Officials Description

For each race on Regatta Day the Regatta Committee will have approximately thirty seven officials at the boathouse and on the lake at any one time. The name of the officials, a description of their duties and position around the lake are described below:

Captain of the Course

The Vice President of the Regatta Committee is assigned the duties of Captain of the Course on Regatta Day. S/he is the Chief Official for the event with the following responsibilities:

- Establishing the Regatta Day schedule;
- Advising the Committee on the go/no go decision for Regatta Day;
- All decisions relating to the running of the races and ensuring that the event remains on schedule;
- Discipline for crew infractions.

Starting and Timing Platform

The platform at the start finish line will have the following officials:

Chief Judge/Starter

Reporting to the Captain of the Course the chief race official is responsible for:

- Lining up the crews for the start of the race.
- Stepping on the gunner's foot to direct the firing of the gun to start the race;
- Determining if there is a false start;
- Polling the course officials to determine if the race is official (no rules infractions);
- Determining the order of finish of the participating crews, with the assistance of the judges.

Gunner

Fires the gun, at the direction of the starter, to start the race and again at the end of the race when the first place crew crosses the finish line. May also fire the gun immediately after the start to signal a false start to the crews.

Judges

Five judges work under the Chief Judge/Starter to determine the finishing order of the crews participating in the race and whether there were any race infractions. The main race infraction is a crew crossing the finish line on the wrong side of their assigned buoy which means they are in another crew's lane.

Timers

Five timers track the time of each race using special stop watches programmed to record up to five finish times. The timers click the "stop button" as each crew crosses the line. Each watch then displays the finish times of each crew.

The official time for each crew is the average time of the five times captured.

Chief Timer

The Chief Timer is responsible for:

- Recording the five timers' crew times and averaging those times to generate each crew's official finishing time;
- Recording the order of finish as determined by the judges;
- Signing the official race documents;
- Communicating the official race results to Race Control.

Race Control

Race Control is located on the second floor of the Boathouse. Four officials co-ordinate race communications and scheduling by:

- Using the boathouse PA system to call crews to their shells for their race;
- Taking the official order of finish and crew times for communication to the crews, media and the general public;
- Communicating to all course officials any problems or issues as they arise.

Dock Marshalls

Four Dock Marshalls patrol the Committee's ten docks to work with crews entering and leaving the shells, to keep the races moving on schedule by;

- Assisting with any mechanical problems or set up issues;
- Summoning boathouse staff for serious mechanical problems;
- Communicating to the Captain of the Course and other officials the reasons for any delays in crew departure for the start line.

Safety/Chase Boats

Safety of participants is the Committee's primary concern. To facilitate race safety the Committee operates three, two person safety boats stationed at the start, middle and turning buoys of the course. Each boat is equipped with life rings, life jackets and marine safety kits. Their responsibilities include:

- Following the crews during the race to be onsite of an incident as soon as possible;
- Assist/rescuing participants or crews that are in trouble;
- Ensuring crews move to the start line as quickly as possible;
- In between races moving officials and equipment around the course.

Bottom of the Pond Judges

Five judges under the direction of a Chief Judge officiate over the turning of the buoys at both the ladies and men's kegs. The judges are looking for:

- The order of entry of the crews into buoys;
- Crew infractions included;
 - Turning the wrong buoy (outside their assigned lane);
 - Turning on the wrong side of their assigned buoy;
 - Interfering with another crew. The prime rule for crews turning the buoys is the crew on the lead has the right of way.

The Chief Judge informs the Chief Judge/Starter of any crew infractions which can lead to anything from a warning to disqualification.

The Judge's boat at the bottom of the pond also acts as a secondary safety boat available to respond to incidents that take place during the turning of the buoys.

Prizes and Presentations

Three officials are responsible for an ongoing formal prize and presentation ceremony that draws a large crowd throughout the day. At the end of each race, crews are presented with the race trophy and medals depending on their order of finish. Each race is sponsored by local companies. After the championship race presentations the Committee also awards various individual awards.

Course Statistics

1. Number of Lanes..... 5

2. Length of Racing Lanes:

Lane Type	Length of Racing Lanes		
	One Way	Both Ways	Total Course Length
Men's	1, 225.415 m (4,020.39 ft.)	2,450.830m (8,040.78 ft.)	2.450 km (1.52 miles)
Women's	612.706m (2,010.19 ft.)	1,225.412m (4,020.38 ft.)	1.225 km (0.76 miles)

3. **Approximate Distance Between Stakes = 15.85m ±**
(Top of Pond) (51.5 ft.±)

4. **Approximate Distance Between Buoys = 36.5m ±**
(Bottom of Pond) (118.63 ft. ±)

Boathouse Schedule of Events

The Boathouse opened its doors on April 26th this year. Since then there have been rowing crews training on Quidi Vidi Lake. On May 2nd, a Technical Coordinator was hired to temporarily cox new crews and give them a chance to try the sport. On May 10th two assistant workers were hired to assist the Boathouse Manager and the Assistant Boathouse Manager, allowing the boathouse to open during weekday mornings and evenings as well as Saturday mornings.

The Discovery Day Regatta was held on June 25th, 2011. Discovery Day is the first chance for new crews and old rivalries to face each other in a fun race on the Lake. The races are held in the morning and the day includes a barbeque. Forty four crews participated in the first race of the season.

Time Trials were conducted on July 9th 2011. This process determines the order in which crews can select their racing shells for Regatta Day. The crews with the fastest times are awarded the first choice of shells. Over the years different shells have brought the championship teams across the finish line; however, certain shells seem to have winning streaks. Superstition, tradition and a bit of luck go into shell selection.

Regatta Day is scheduled for August 3rd, 2011; but the weather conditions determine the actual Date of the event. In 2010, 74 crews rowed in the Regatta Day races. In recent years it has become tradition for concessionaires to set up on Tuesday night and begin the festivities on the eve of the Regatta. This year, Molsons will be hosting a Regatta Eve here at the lake starring Shanneyganok. After the Regatta the Boathouse is only open for a few more weeks and then rowing on Quidi Vidi Lake ends for another year.

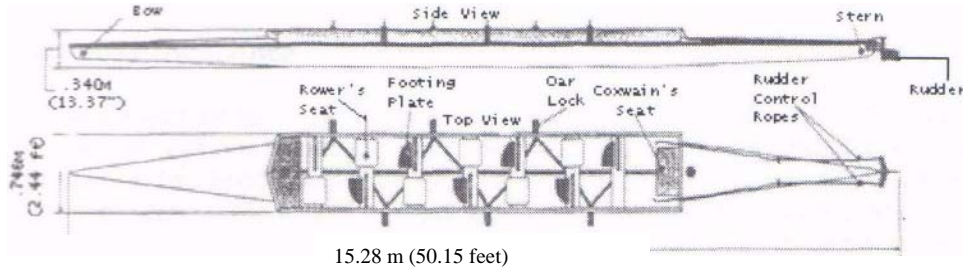
Groundspace Statistics from 2010

2010 Consessionnaires	#	Percent of Total
Games of Skill/Chance	60	39.21%
Food	50	32.67%
Sales/Information	18	11.76%
Activity's	7	4.57%
Rides/Specials	13	8.49%
Other	5	3.26%
Total	153	

Other Information of General Interest

The Boats and Racing Shells of the Royal St. John's Regatta

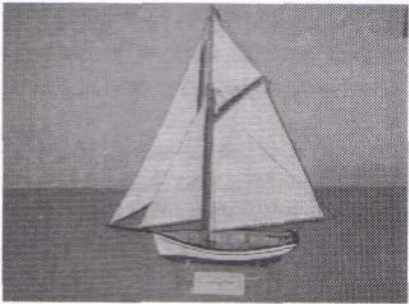
Over the years, many things have changed within the Regatta. The rules have changed to reflect improvements in the races, the course has been changed and standardized, and, the most important change of all, the types of boats being used have changed.



Dimensions of Current Shells

During the first decades of recorded Regatta history, the commercial boats of the day were used. These included whaleboats, jolly boats, punts, gigs, and sail-boats. These are different styles of boats, which led to the belief that the boats themselves were giving the crews different advantages and disadvantages.

Building a Standard



Scale model of a sailing scull from the Regatta Museum. Models were constructed by Kurt Mahle.

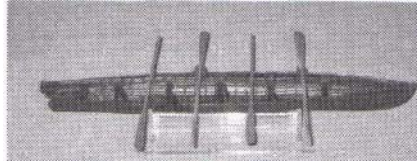
By the 1840's, race organizers had decided that it would be a good idea to improve the quality of the races by attempting to standardize the boats being used. As such, they sought the development of specialized race boats from builders in Halifax and St. John's.

Before Robert Sexton came onto the scene with such legendary boats as the Blue Peter, the person building competitive racing boats that compared to the boats being made in Halifax was Sam Loveys. He built such boats as Ripple, Lucy Long, Darling, Undeen, and Eugenic. As with any change, this was met with opposition from persons who believed that the purity of the races existed in the fact that the boats of the trade were being used.

From 1861-1871, there were no races held at Quidi Vidi. This allowed for boat builders to improve their craft by building boats for other racing competitions held throughout the country. During the 1870's, the boats built by Fred Lewis (Lady of the Lake), Ned Sinnott (Placentia, later renamed Contest), and others made their way into Regatta history - either through victory, loss, or, as was the case with the Terra Nova in 1884, tragedy. In 1886, the City Club purchased Avalon and two years later, in 1888, the team of Halleran and Herder built the Gypsy.

Of the most important design features incorporated into a racing boat, the size and weight of the shell would be among the top considerations.

- The Placentia (renamed Contest) was
 - 34 feet long
 - 3 feet, 10 inches wide
 - 17 inches deep
- In 1881, the Dora was
 - 40 feet long



- 3 feet, 6 inches wide
- 13 to 16 inches deep
- weighed a staggering 800 pounds!

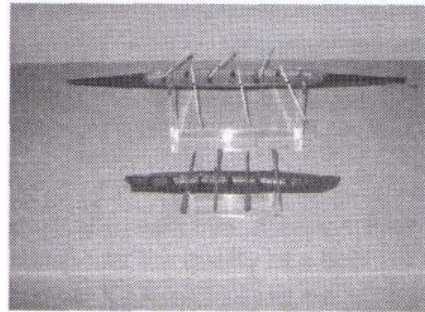
Scale model of a Jolly Boat from the Regatta Museum. Models were constructed by Kurt Mahle.

Bob Sexton Builds The Glance

The biggest change was yet to come. In 1895, the first Bob Sexton boat, the Glance, was launched. It was met with much criticism. The design was that of Dr. H.H. Rendell, who would go on to design many of the Sexton boats. With a total length of 49 feet, it was longer and sleeker than any boat ever seen on the waters of Quidi Vidi. Committee members of the time commented that the boat was not practical for the races and it was likely to be swamped due to how low it sat in the water. It was also suggested that the boat would not be able to make the turn at the buoys due to its length. Skepticism quickly turned to quiet amazement as the Glance out performed the other boats on the pond and won thirteen first place prizes on a fourteen race programme. Rumor quickly spread that the boat had not been built locally at all, and was actually shipped from Halifax and reassembled in St.John's.

The concern of the Committee, however, was that if the Glance were allowed to compete in subsequent races, the interest in the Regatta would dwindle. Thus, just a year later in 1896, the Committee asked Rendell not to race his boat. He agreed, but under condition that he be allowed to reconstruct another famous builder's boat. He was granted permission to rebuild the Iris constructed by Phil Mahoney.

With the matter settled, the Committee felt the races would be more competitive and interesting for the general public. To their surprise, the refurbished Iris resembled the Glance and indeed went on to win eleven out of fourteen races.



Scale models comparing a Jolly Boat (front) and the Blue Peter from the Regatta Museum. Models were constructed by Kurt Mahle.

This was the beginning of a new boat construction era in which Bob Sexton and Dr. Rendell were pivotal characters.

Bob Sexton's Racing Shells

Throughout the following years, Bob Sexton is reported to have built more than twenty racing , shells and repaired many more. The following list provides an idea of which boats he built and in what years.

1. *Glance* - 1895
2. *Redesign of Myrtle* (formerly *Terra Nova*)-1896
3. *Bob Sexton* - 1899
4. *Red Cross* - 1900
5. *Blue Peter* - 1901
6. *Doctor* - 1903
7. *Sam Slick* (renamed *Togo*) - 1904
8. *Red Lion* - 1906
9. *Nina* - 1908
10. *Pink-Un* (renamed *Mary*) - 1909
11. *Guard* - 1910
12. *Nellie R* - 1912
13. *Cadet* - 1914
14. *Blue Peter II* - 1925
15. *Red Cross* (four oar) - 1936
16. *Royalist* (four oar) - 1936
17. *Coronet* (four oar) - 1937
18. *Cabot* - Unknown Date
19. *Eclipse* - Unknown Date

Building a racing boat at St. John's Newfoundland.



Boat builder Bob Sexton in the early 1900's, leaning over a partially built racing boat (approximate year: 1900, size: 43kB, source: Regatta Museum).



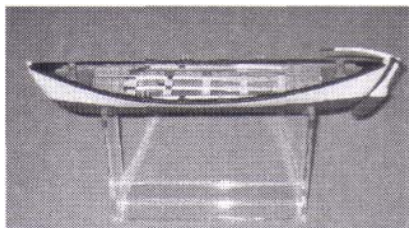
Scale model of a racing boat from the Regatta Museum. Models were constructed by Kurt Mahle.

A New Era

When Bob Sexton died in 1944, the era of locally built racing shells died with him. Between 1947 and 1974, the Committee purchased 4 sets of boats, none of which met the quality of a Bob Sexton built boat.

The first set of boats ordered from outside of Newfoundland came from the *Salter Brothers* in England, who designed and built boats for the Royal Henley. They were used in the Regatta of 1948, and were considered too heavy and cumbersome by many rowers and coxswains of the time.

In 1952, a set of boats was ordered from *Kelowna Boats*. While these boats from *British Columbia* did not compare with the Sexton boats, race times did improve. These boats were retired just 10 years after purchase and were sent for use in the *Placentia Regatta*, one portion of the *Triple Crown of Racing* in Newfoundland.



Scale model of a whale boat from the Regatta Museum. Models were constructed by Kurt Mahle.

In 1962 and again in 1967, the Regatta Committee purchased boats constructed by *Richard Simms*. He constructed the *Miss India*, the *Miss CJON*, the *Royalist* (which was considered inferior by competitors), and the *Blue Peter V*. Finally in 1991 and 1994, there were new race boats built by *Hudson Boat Works* in Ontario. These boats are still currently being used to race. They are constructed of *Mahogany* and *Douglas Fir*, weigh just 385 pounds, are 50 feet long, 2 feet wide and 13 inches deep.

The new boats purchased in 1991 were named Captain Morgan (Seagrams), The Dictator (Crosbie Industrial), Good Luck (Newfoundland Margarine Co.), Miss Labatt (Labatt Brewery) and Miss Molson (Molson Brewery). In 1994 the shells were named The Henley (Alec G. Henley and Associates), The Herald (Newfoundland Herald), The OZ-FM (Newfoundland Broadcasting), Presidents Choice (Dominion Stores), and the Smith-Stockley (Smith Stockley Plumbing Supplies).

In 1999, just a year before the opening of the new boathouse, two more racing shells were added to the current roster. They are the Miss Tubular (East Coast Tubular) and the Broker (PF Collins Customs Broker Limited) - shells that have been donated by private companies are named by those companies.

These racing shells are still in use today.

Source: <http://collections.is.gc.ca/regatta/php>

Sponsorship Information

Royal St. John's Regatta

When you say the word Regatta, does it conjure up images of historic rowing rivalry, like the 181 years between England's Oxford and Cambridge? Or does the 128 years of slide-seat rowing at the Canadian Henley come to mind? Well, the Royal St. John's Regatta tops them both with 194 years of rowing tradition. Our Regatta is both a unique sporting contest, but even more importantly it is one of the best summer social events in Newfoundland and Labrador's capital city.

The Royal St. John's Regatta, is held in St. John's every year, on the first Wednesday in August (*weather permitting*). Ours is the oldest continuously organized sporting event in North America! Dating back to the times when sea captains in port, would wager on the strength of their sailors, and used their gigs or whale boats to race across the harbour and back. From those days, as far back as 1816, our Royal St. John's Regatta eventually moved to beautiful Quidi Vidi Lake where the shorelines offered all the citizens a chance to cheer on their favourite crew and enjoy a day of fun and activity.

What makes our Royal Regatta so unique? Our shells have fixed seat, are just over 50 feet long and weigh over 450 lbs. They hold a crew of six, plus coxswain. Our races start and finish at the same spot on beautiful Quidi Vidi Lake. The men's crew row 2,450 km. and the women row 1,225 km. – but all five crews that make up a race, have to “turn the buoys” at the half way point – a true feat of athleticism and teamwork. With a full day of races on the pond – the day ends with the Championship Races for top five men's and women's crews. Every fraction of a second shaved off a record is a great cause for celebration and pride.

Our Regatta is more than that, even more than our most favourite sport, it's a day for family and friends, young and old, visitor and neighbours. All around the shores of beautiful Quidi Vidi Lake are concessionaires offering all manner of food and treats for the whole family. Community groups who volunteer to staff a booth on Regatta Day will entice you to play games of chance, or games of skill. “Try your luck!” is a call that appeals to tourists and locals alike. Fun is fun!

The tourism board for the Newfoundland's capital city has a promotion called a “St. John's Time” marketed as the best time for a visit. The key event during the last two weeks in July and the first two weeks of August – is the Royal St. John's Regatta!

Newfoundlanders usually plan their summer trip home to coincide with The Regatta! We invite you to come and experience this fabulous sport and social event in our fair city! Come see what you're missing?

Please visit our website for more information

www.royalstjohnsregatta.com



GOLD LEVEL PARTNERSHIP

PROMOTIONAL RIGHTS

Official use of the Royal St. John's Regatta Logo in print and TV Ads (one year).
Use of Regatta Building for one night annually for company function.

SIGNAGE

Sign on a designated area throughout the summer.

ADVERTISING

One full page ad in the Regatta Day Program.

RACE PARTNER

Company name to be assigned to a Race on Regatta Day, listed in the program and referred to by the media as *Your Company* Race and a representative will be asked to make a presentation to the race winners.

INVITATIONS

An invitation to 2 functions hosted by the Royal St. John's Regatta Committee.

HOSPITALITY

2 parking spaces on Regatta Day.
5 guest passes to the Marquee on Regatta Day.

GROUND SPACE

Maximum 20 ft of ground space.

PRICE

\$5,000.00 (annually)

** Note: Your company will be responsible for the production and maintenance of all promotional materials related to your partnership.*



SILVER LEVEL PARTNERSHIP

PROMOTIONAL RIGHTS

Official use of the Royal St. John's Regatta Logo in print and TV Ads (6 months).

SIGNAGE

In one agreed upon location on Quidi Vidi Lake as well as the presentation area.

ADVERTISING

One half page ad in the Regatta Day Program.

RACE PARTNER

Company name to be assigned to a Race on Regatta Day, listed in the program and referred to by the media as *Your Company* Race and a representative will be asked to make a presentation to the race winners.

INVITATIONS

2 invitations to special functions hosted by the Royal St. John's Regatta Committee.

HOSPITALITY

1 parking space on Regatta Day.
3 guest passes to the Marquee on Regatta Day.

GROUND SPACE

Maximum 10 ft of ground space.

PRICE

\$3,000.00 (annually)

** Note: Your company will be responsible for the production and maintenance of all promotional materials related to your partnership.*

2011 Sponsors

Gold level

Sobeys
Ultramar
Westjet
Sterling Communication
City of St. John's
Chevron:
Bell Aliant
Best Buy

Silver level

Molson's
Good Life Fitness
Atlantic Property
Islander RV
FMC Technologies

Race Sponsors

Atlantic Lottery
Atlantic Towing