



NEWSFLASH JULY 2021

THE APRIL MARINE PADDLE JAM. THE GRAND PAVOIS' SUP GATHERING TO NAVIGATE THE SHOW AT THE HEART OF THE OLD PORT OF LA ROCHELLE

JOIN US ON SATURDAY 2 OCTOBER 2021 FOR A UNIQUE SUP GATHERING!

REMEMBER:

- **A new Stand Up Paddle event, open to all, at the Grand Pavois La Rochelle,**
- **A unique and amazing experience: sail between the two emblematic towers of La Rochelle port,**
- **150 participants expected,**
- **A 7 km round trip between La Plage area and the Old Port of La Rochelle,**
- **Follow the health and safety measures on www.grand-pavois.com**
- **Register: <https://cutt.ly/HmNskh4>**

New event at the Grand Pavois La Rochelle with the **APRIL MARINE PADDLE JAM**, a **SUP event open to all departing from La Plage area at the Grand Pavois and travelling to the Old Port of La Rochelle and back again on Saturday 2 October from 3 pm.**

The idea? **To have fun and sail together** on SUPs without any spirit of competition from La Plage area at the Grand Pavois to a buoy located in the middle of the Old Port of La Rochelle and then back again. A protected and secure **7-km round trip**, and the chance to enjoy the unique experience of **passing between the two emblematic towers of the Port of La Rochelle**. Do the same as the 14th century vessels which, at the time, used to trade with Rupella. An experience possible thanks to a partnership with La Rochelle Marina and the Municipality of La Rochelle.

This event will be accessible to the **first 150 people registered** who, in the frame of their registration (30 €) will benefit from: three invitations to the Grand Pavois La Rochelle in order to enjoy the event with their loved ones, a Welcome waterproof bag containing many items, the event's official T-shirt to be worn over their wetsuit, a welcome breakfast, a convivial after-jam with a "Healthy aperitif", a Bossa Nova concert and a prize draw, not to mention a contribution to the organisation and logistics costs on-land and in-water.

A packed programme will be laid on to allow each person **to enjoy a unique experience as they round the buoy in the heart of the emblematic port of La Rochelle and a festive experience at the La Plage area of the Grand Pavois La Rochelle!**

To register, nothing could be easier: **<https://cutt.ly/HmNskh4>**

A new event with APRIL Marine!

APRIL Marine, already a partner of the Fishing Space and Grand Pavois Fishing will be the **main partner of this new event at the Grand Pavois La Rochelle 2021**. For the sailing insurance specialist, supporting this

event is the opportunity to lay on a festive moment accessible to the largest number of enthusiasts and sailors during which the aim will be to complete the 6km trip and enjoy the unique experience of sailing into the Old Port of La Rochelle. Note that the Grand Pavois La Rochelle will benefit from an **exceptional authorisation from the Municipality of La Rochelle and the Port of La Rochelle for this experience.**

Lionel Boismery, Chairman of APRIL Marine:

"The Grand Pavois is a key event for us, even more so for this 2021 edition after too many cancellations. APRIL Marine, its employees and I are excited at the prospect of being able to set a date with our policyholders, future customers and all water sport enthusiasts.

As in recent years, we will receive the show's visitors aboard our stand. This year again, we are proud to be supporting Grand Pavois Fishing with two dedicated teams signed up for the open fishing event, including one represented by our ambassador and headline name Guillaume Fourrier. As a specialist in insurance and leisure sailing services, it is only natural that we wanted to position ourselves as a major player for the brand-new Paddle Jam event. A great race in view that promises to be exceptional with the passage into the heart of the Old Port. Of course, one or more APRIL Marine teams will be participating. All that remains is to do our best and hope that this year will be the first in a long line. "

April Marine press contact: Julia Sorrenti-Boissières – Website: <https://www.aprilmarine.fr> - Mail. : julia.sorrenti@aprilmarine.com

Find all the news and practical information soon on www.paddlejam-gp.com

Health and safety measures for admission to Grand Pavois La Rochelle on www.grand-pavois.com

What you need to remember...

Surname: The Grand Pavois La Rochelle, the show for real fans!

Venue: Port des Minimes in La Rochelle

The 2021 dates: Tuesday 28 September to Sunday 3 October from 10 am to 7 pm

Guest country of honour: Greece

Patron: Yannick Bestaven, winner of the 2020/21 Vendée Globe

Area: 100,000 m²

Exhibitors: 800 international brands

Boats on show: 750 boats on show, including 300 in-water expected

Number of visitors: 80,000 visitors expected

High-definition photographs, free of copyright: Press Space www.grand-pavois.com

GRAND PAVOIS ORGANISATION, THE CREATOR OF WATER SPORT EVENTS!

GPO places its tailored expertise, know-how and unique experience in France and overseas at the service of water sports events. GPO has a real connection with the professional world of international water sports in view of its status as an association and its recognised expertise in the world of water sports events (ocean racing, corporate events, organisation of shows, etc.).

References: organiser of the international in-water boat show the "Grand Pavois La Rochelle" since 1973 (top five international in-water boat shows), Aix-Marseille-Provence Urban Community's in-water boat show "Les Nauticales" in La Ciotat (France, from 2013 to 2019), Rallye des Iles du Soleil (since 2017), Défi Atlantique Guadeloupe/La Rochelle 2019, Shenzhen China International Boat Show (China, from 2009 to 2011), Transat 6,50 Charente-Maritime/Bahia from 2001 to 2011, Imoca 60 Macif launches (2011), Class40 Le Conservateur (2014), etc.

Further information: www.gpoevents.com

About APRIL Marine.

A subsidiary of the APRIL group, APRIL Marine is the French leader for the insurance and financing of leisure boats. Its team of 75 staff based in France, Canada and the Caribbean, design, distribute and manage products and services for individuals and leisure sailing professionals. Either direct or via its strong network of brokers and its specialist partners, APRIL Marine offers engine damage cover, boat self-assessment, and also certificates sent to ports to facilitate the lives of sailors. Among its main services, APRIL Marine provides policyholders with access to a 24/7 assistance and breakdown service in dock and at sea and a mobile app that can be downloaded on Play Store & AppStore.

About APRIL, insurance made easy.

With the mission of providing simple support and protection at all key moments, APRIL is a major insurance player, the inventor and leader in wholesale brokering in France. To develop its customers' loyalty and offer them an outstanding experience combining the best of humans and technology, its 2,300 employees design, manage and distribute insurance solutions in 22 countries on 5 priority markets: loan insurance, health and personal protection for individuals and professionals, international medical insurance, and niche insurance.

By 2023, APRIL aims to become a digital, omnichannel and agile operator based on 4 essential pillars
#CustomerExperience #Growth #Performance #Team

GRAND PAVOIS ORGANISATION PRESS CONTACT

Tel: +33 (0)5 46 44 46 39

Pierrick GARENNE / pgarenne@grand-pavois.com / Véronique LARGEAU / vlargeau@grand-pavois.com

