

News release – April 2024

IT industry sets sail for charity

The flagship charity sailing event for the IT industry is back to support life-changing causes in 2024.

The Russell-Cooke Silicon Cup Regatta returns this September to The Solent for the annual two-day charity event.

The IT industry's biggest charity sailing event presents an exciting opportunity for companies to network with like-minded individuals, while raising money to be divided equally between three deserving charities; The Genie's Wish, The Andrew Simpson Foundation, and Greig City Academy.

Shaun Frohlich, chairman of the Russell-Cooke Silicon Cup Regatta, also said: "We are utterly delighted with the outcomes of last year's event which yielded an impactful £48,000 contribution to our three charities and we are excited to be returning to the water this September and pushing the funds raised even higher.

"Improving the lives of so many across the UK whilst enabling hosts to provide a fantastic and memorable event for their guests is simply an incredible thing."

Jon Holt, head of sixth form and director of the Scaramouche Sailing Club Trust at Greig City Academy said: "To be chosen again as one of the sponsored charities this year is an honour.

"The support enables us to offer more sailing opportunities to the younger students from the inner-city catchment area of London. The younger years are just beginning their adventure and welcome the ability to now go sailing every week, something they did not have access to before.

"It has also enabled us to get our first all-girls team up and going which is something we have been wanting to achieve for a long time."

Over the last 23 years, more than 7,250 competitors have taken part in the regatta, raising a total of £1.15 million to date.

Peter Jeffery, partner at Russell-Cooke Solicitors, the main sponsor, said: "We're thrilled to continue our sponsorship of the regatta for the firm's second year. It's more than just a race; it's an invaluable networking opportunity and chance to raise funds for some really worthy causes."

The 2024 event will take place on Tuesday 17 and Wednesday 18 September. Every eight or ten guest yacht comes with a professional crew, alongside safety gear and a safety briefing on the first day of the event.

The co-founder of The Genie's Wish, Katie Jones said: "The funding we receive as part of this event has been fundamental to our growth and we are so grateful for that.

"With the funding, we have been able to support Mari, an aspiring Paralympian, with a new wheelchair. Last year, she had the opportunity to come to the event and share her story, which helped her gain more experience and confidence in public speaking."

A gala dinner will also be held on the first night at Cowes on the Isle of Wight, with competitions and auctions held to raise money for the chosen charities.

Sally Turner, the partnerships, marketing and communications manager at The Andrew Simpson Foundation said: "The support from the Silicon Cup Regatta has enabled young people to get out on the water, gain accredited qualifications and develop key life skills all through our fantastic charitable programmes.

"The funds raised from last year's Silicon Cup Regatta enabled the ASF to run over 4,600 charitable programme sessions in 2023, benefiting 100s of young people."

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About the Russell-Cooke Silicon Cup Regatta

The Russell-Cooke Silicon Cup is the largest sailing regatta for the IT industry. It is run over the course of two days in September on The Solent and offers excellent team building and networking opportunities while raising funds for its nominated charities.

This year's event takes place on 17 and 18 September and is supporting The Genie's Wish Charity, the Andrew Simpson Foundation, and the Greig City Academy.

To enter the Russell-Cooke Silicon Cup Regatta, visit its website and complete the online booking form, which has full details of the timetable and pricing: <https://thesiliconcup.com/>

Website: <https://thesiliconcup.com/>

Social media: [Twitter](#) and [LinkedIn](#)