

## FOR IMMEDIATE RELEASE

### CONTACT:

Van Liew Ventures, Inc.

(843) 856-9974

[PR@oceanracing.org](mailto:PR@oceanracing.org)

### **Van Liew Retires from Southern Ocean to Launch Marketing & Project Management Corporation** *Van Liew Ventures* to Specialize in Promoting Products, People and Races

**Charleston, SC (January 16, 2004)** – After seven years of campaigning and racing in the Around Alone circuit, American Brad Van Liew has announced plans to retire from solo racing in the Southern Ocean. Logging nearly 100,000 miles on the water and more than 327 days alone at sea since setting his sights on the Around Alone race, Van Liew has achieved his goal of victory. The 2002 Around Alone class II champion has satisfied all his goals in this arena of the sport. He now wishes to employ the valuable lessons learned offshore and onshore with the launch of *Van Liew Ventures*, a new full service marketing company.

“*Van Liew Ventures* is an exciting new project that will allow me to blend my knowledge of the competitive sports world with my wife Meaghan’s expertise in event sponsorship and PR,” Van Liew said. “I’d like to think I’m leaving solo ocean racing in a Michael Jordan-fashion – at the top of my game. I set out to win my class of the Around Alone onboard *Tommy Hilfiger Freedom America* and I did that. Now Meaghan and I will use our collective experience to help others achieve their dreams.”

*Van Liew Ventures* and subsidiary *Van Liew Communications* will focus on assisting companies, race organizers and teams with a variety of tasks – including product development & marketing, sponsorship, public relations, race management, training, and non-profit fundraising. The company at inception can already boast a growing client list that reflects the breadth of the services they provide and confidence they can deliver. The intention is to accept only a small group of clients at any one time in order to provide a personal hands-on approach. Among Van Liew Venture’s clients:

- **South Carolina Maritime Heritage Foundation**

*Van Liew Ventures* has been hired as a Director of this foundation, which owns an exciting education-based tall ship project and the Charleston to Bermuda race. The 140 foot classic tall ship replica is under construction in Charleston, South Carolina. Client services will include grassroots and corporate fundraising, PR support, special events, and development of educational components.

- **Raymarine**

Van Liew Ventures is working at West Marine University and other upcoming events on promotion and sales of Raymarine’s comprehensive marine electronics. Services include product evaluation, client networking, spokesperson services and testimonial for advertising and PR. Raymarine was also a sponsor of Van Liew’s recent Around Alone victory aboard *Tommy Hilfiger Freedom America*.

- **Gryphon Solo Campaign**

Van Liew Communications will handle the comprehensive marketing of this 5-Oceans entrant of 2006-7. Services will include development of promotional materials and sponsor acquisition. Van Liew Ventures will also be employed to fulfill training on offshore communication systems, weather analysis and race strategy.

Van Liew Ventures, Inc. is located in Mt. Pleasant, South Carolina, minutes from the popular Charleston waterfront. The Van Liews welcome the enthusiastic clients they will be working with now and in the future. Outside the office they manage a feisty daughter named Tate Magellan who is nearing the terrible twos.

**About Bradford R. Van Liew**

Brad Van Liew has a bachelor's degree from the University of Southern California. His entrepreneurial spirit has seen him through successful business endeavors in aviation and sailing. As a professional sailor for the last seven years, Van Liew completed two solo circumnavigations, taking 3<sup>rd</sup> place as an underdog entrant in the 1998-99 Around Alone race, and claiming victory in the 2002-03 edition of that event aboard *Tommy Hilfiger Freedom America*. He broke a world record by covering 345 miles in one day aboard his 50-foot monohull. Van Liew has been awarded an array of honors including a US Navy Seamanship Award, Raymarine Communications Award, and Sportsman of the Year from Southern California Yacht Racing Association. He was also an American Rolex Yachtsman of the year nominee in 2004.

**About Meaghan F. Van Liew**

Meaghan Van Liew has an M.B.A. from the University of Southern California. She worked for six years as a Business Manager at the largest PR firm in the world Burson-Marsteller. She has developed an expertise in sports marketing, sponsor relations and PR. Since 1997 Van Liew has spearheaded sponsorship acquisition efforts for two separate round-the-world racing campaigns, developed key corporate contacts within the international business community, and negotiated marquee sponsorship contracts with Tommy Hilfiger USA, Iridium, Nextel, Panasonic, Raymarine, Samson, Beefeater, Balance Bar and Dry Creek Vineyard. Additionally, she has managed sponsorship fulfillment and developed comprehensive PR plans associated with each sponsorship and race.

To contact Van Liew Ventures call 843-856-9974 or email [PR@oceanracing.org](mailto:PR@oceanracing.org).

## **Kudos from Clients and Media:**

"Our sponsorship of Brad Van Liew and Tommy Hilfiger Freedom America has proven to be an extremely successful program. We were able to reach and connect with new customers around the world through the incredible amount of press exposure we received on this sponsorship. Our partnership yielded tremendous results and exceeded our expectations in everyway."

*Tommy Hilfiger*

"The Tommy Hilfiger Freedom America campaign has been an incredible marketing vehicle for us, and we couldn't be happier with the results. Brad Van Liew is an extraordinary individual who inspires people around the world with his courage, his determination, his spirit and his tremendous talent. I have the utmost respect for him and the amazing accomplishments he has achieved thus far. It has truly been a pleasure working with him and his wife Meaghan on this unique and exciting project."

*Peter Connolly, Tommy Hilfiger USA*

"Anyone who gets to know this man quickly comes to understand that Brad Van Liew is a full-fledged, two-legged business enterprise, a juggernaut on the fast track of life. Van Liew makes Dale Carnegie look like an underachiever."

*Stephen Pizzo, author*

"Brad Van Liew is the quintessential American entrepreneur. Before he was 30 this impatient young man had started a successful air charter company. Not content with just running his Santa Monica, Ca. company, Van Liew took up single-handed sailing and open ocean sailing."

*EDS Atlantic Challenge website*

###