



ATLANTIC  
ROCKETMAN

2024

FAMILY, FRIENDS & COLLEAGUES

INFORMATION

PACK

WORLD'S  
TOUGHEST

ROW



ORGANIZED BY  
*ATLANTIC  
CAMPAIGNS*

# ABOUT

Dear Friends, Neighbours & Business Colleagues,

As you may be aware, in December I set off to row 3000 miles SOLO across the Atlantic Ocean in a 7-metre long rowing boat in a race called The Worlds Toughest Row.

Everyone who has embarked upon this epic voyage prior has chosen a charitable cause to champion. I am honoured & proud to be supporting the **Elton John AIDS Foundation**.

Together, we are focused on ending LGBTQ+ stigma, helping empower the LGBTQ+ community towards greater rights and health equity, which will in turn accelerate an AIDS-free future.

It has taken 3 years to get to the start line & with only a few weeks to go I thought an information pack answering the most common questions would be helpful.

I would just like to say a huge thankyou to you all for all the help & support.

*Andrew Major*



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# WHY

## BURNOUT

Recognising the early signs of burnout I realised I needed to take control of my wellbeing. Something I could focus on, that was both physical & technical, whilst also providing an opportunity to do some good in the world. That's when he saw an ocean rowing boat moored in Port Solent marina & the rest is history!

# ATLANTIC OCEAN

The Atlantic Ocean is the 2<sup>nd</sup> largest of the world's five oceans & covers 17% of the Earth's surface with an average depth of 2,646 metres.

More people have reached the summit of Everest or travelled into space than have successfully rowed an ocean.



# THE CHALLENGE

ORGANIZED BY  
**ATLANTIC  
CAMPAIGNS**

**1** ROWER      **3,000** MILES      **50-80** DAYS

## THE ROUTE



## 40+ INTERNATIONAL PARTICIPANTS



WORLD'S TOUGHEST **ROW**

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# THE RACE

## 2023 Race – Solo Rowers



# RACE START



La Gomera - Canary Islands  
San Sebastian 36°N, 121°W

# RACE FINISH

Antigua & Barbuda

Nelsons Dockyard, English Harbour

17°N, 62°W





# INSPIRATION FOR THE CAUSE

Everyone who has embarked upon this epic voyage prior has chosen a charitable cause to champion. I am honoured to be supporting the **Elton John AIDS Foundation** & raising money for The Rocket Fund.

I was inspired after hearing a heartfelt speech made by Sir Elton John & Mr David Furnish at the 2020 British LGBTQ+ Awards.

**“We believe more than anything that you deserve the right to choose who you love & to love yourself, for who you are, no matter where you are in the world.”**

Their words were so simple, yet so powerful. With the idea of the Atlantic crossing already percolating in my mind, their message has been my driver ever since.

My huge thanks to Nick Saunders for connecting me with EJAF. Without your kind support this would never have come together.




**TO BENEFIT  
ELTON JOHN  
AIDS FOUNDATION**



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A photograph of two women embracing at a Pride event. The woman on the left has a rainbow flag tattoo on her upper arm and is wearing a blue t-shirt and a rainbow scarf. The woman on the right is wearing a green jacket and has a geometric tattoo on her upper arm. They are both smiling and looking towards each other. In the background, there is a large crowd of people, some holding rainbow flags, and a building with a clock tower. A large rainbow flag is visible in the upper right corner.

Nearly one-third of all nations classify LGBTQ+ people as criminals and in 13 countries homosexuality is punishable by death.

This makes it difficult for LGBTQ+ communities, still one of the groups disproportionately affected by HIV/AIDS, to get the healthcare they need.

We have the science to stop all new HIV infections and AIDS-related deaths, but the epidemic remains largely because the stigma surrounding HIV/AIDS and LGBTQ+ stigma persist.

# TOGETHER LET'S END LGBTQ+ STIGMA

The Elton John AIDS Foundation (EJAF) has reached 100 million people, saved 5 million lives and raised huge amounts to support LGBTQ+ people globally.

Stigma, bias, and discrimination prevent many people from accessing the health services they need.

Together, we are focused on ending LGBTQ+ stigma, helping empower the LGBTQ+ community towards greater rights and health equity, which will in turn accelerate an AIDS-free future.



*Scan to donate and support  
EJAF's lifesaving work.*



END  
STIGMA  
SAVE  
LIVES.

CHARACTER	SEE DATE	BOOK DATE	TO DO / TO LEAVE AT
Charlie Car	24/7		MATERIALS TO ORDER
	24/7		✓ P&O (P.D)
1. GAG ANCHOR	24/7		
2. CUSTOM	24/7		
3. SWISS	24/7		
4. DNF AT	24/7		
5. RAMP	24/7		
6. PAVING BRACK	24/7		
7. DIS. W	24/7		
8. BURT	24/7		
9. VIB	24/7		
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TO BENEFIT  
**ELTON JOHN**  
**AIDS FOUNDATION**

*jazzy*

SSR193550

23 SVE

ANDREW MAJOR

ANOTHER APPLICATION BY FORDER



# DESIGN INSPIRATION

## ART PATRON & LGBTQ+ ACTIVIST

Two years ago at Christmas in Padma Singh's kitchen her son, art patron Amar showed me a lovely painting.

The National Portrait Gallery had just acquired this portrait of Amar Singh by the artist Howard Tangye for their permanent collection.

This artwork features Amar wearing a pride ribbon around his wrist celebrating LGBTQ+ rights & Amar's commitment to this cause.

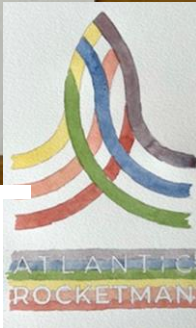
In this special moment, I realised the boat should be wrapped in the pride ribbon & should be a piece of art !

A huge thank you to Amar for the support & inspiration.



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# CORPORATE SOCIAL RESPONSIBILITY

The Worlds Toughest Row not only provides branding opportunities & good PR for the sponsor but also a chance to make a real difference tackling issues that employees really care about. Engaging in allyship can help transform lives and bring about meaningful change.



# THE PREPARATION

Getting to the start line is the culmination of 3 years hard work, meticulous planning, certification & core physical training.

I sold my car to buy the boat named after my wife 'Jazzy' & have been training around the Isle of White in the Solent familiarising myself with every inch of the boat & its equipment.

I have a GREAT team supporting me with every aspect.

Huge thanks to Glen Gratton & W8Media & Lorraine Wales for the help & support covering media & health.

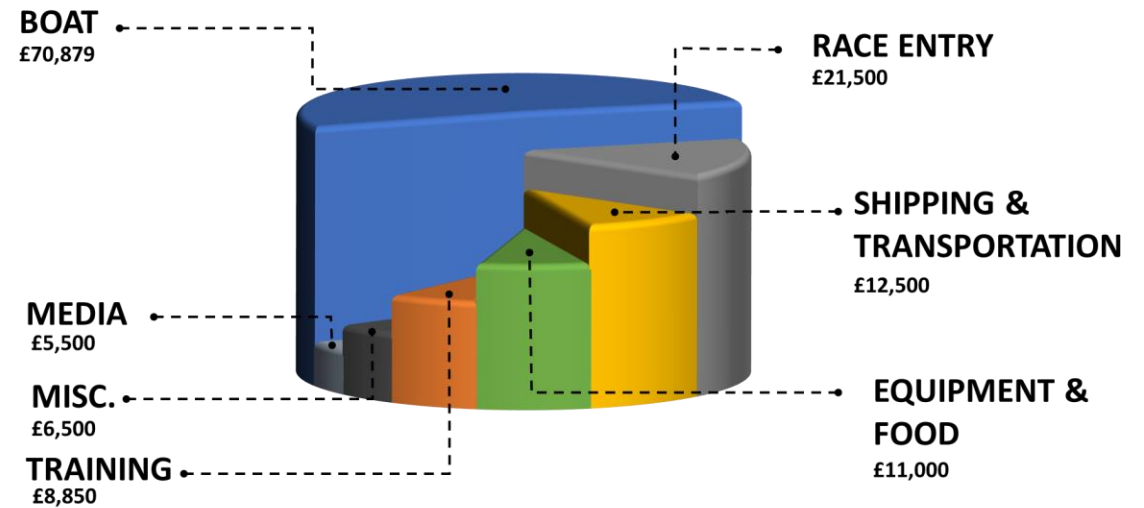


# SPONSORSHIP SUPPORT

Simply put I can not get to the start line without amazing sponsors & partners.

**I am looking for sponsors who may wish to come on board !** If you know of any individuals or businesses who may like to consider getting involved then please do let me know.

In this instance, partnership will provide increased visibility for the sponsor, branding opportunities and a chance to make a difference tackling issues people really care about such as diversity & inclusion.





# HOW CAN I SUPPORT ?

## BECOME ONE OF THE CREW

Many family, friends & business acquaintances have asked how can they support me.

If you would like to help me get to the start line then please use your phones camera to scan the QR code opposite. This will take you directly to my GoFundMe page.

Alternatively visit [www.atlanticrocketman.com](http://www.atlanticrocketman.com) & you are one click away from donating.

I would like to express a huge thank you from my heart to everyone who has kindly donated.



Please scan to donate via my GoFundMe page  
<https://www.gofundme.com/f/Help-atlantic-rocketman-take-part-wtr24>



Alternatively visit my website where you are one click away from being able to donate  
[www.atlanticrocketman.com](http://www.atlanticrocketman.com)

# MEDIA COVERAGE

The 2023 race generated an incredible amount of media attention including Prince William rowing an ocean rowing boat on Dorney Lake.

Huge thanks to W8Media for the help & support

## William joins submariners raising money to support colleagues' mental health

PRINCE WILLIAM | MENTAL HEALTH AWARENESS W... | ROYAL | Sunday 21 May 2023 at 10:32am



A screenshot of a MailOnline news article. The article title is "British man, 60, prepares to row 3,000 miles single-handedly as he crosses the Atlantic with the backing of Sir Elton John". The author is Cameron Roy, and the article was published on August 17, 2024. The article text describes a 60-year-old man, Andrew Major, who is preparing to row 3,000 miles across the Atlantic from La Gomera, Tenerife to Antigua and Barbuda. The article mentions that Major has already raised more than £12,000 for the Elton John Aids Foundation and will be spending 18 hours a day rowing through challenging waters. The screenshot also shows the MailOnline navigation bar, a search bar, and social media sharing options.

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# CAN I WATCH THE START OF THE RACE?

For those that would like to follow the start of the race LIVE you can.

The planned start of the race is on 12<sup>th</sup> December, however, if all the teams are ready and there is a break in the weather then the race may start earlier !

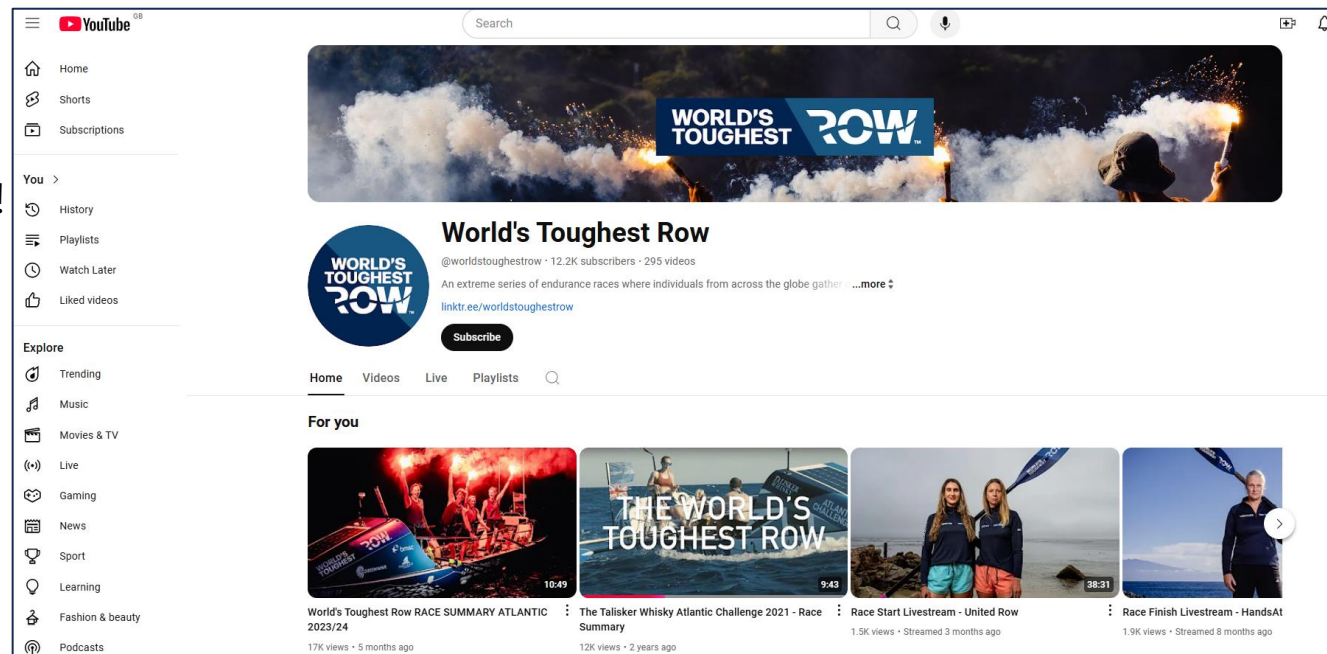
If the weather is bad then it could start later !

I will message everyone and let you know the start date & time a few days before.

The race start is streamed LIVE on YouTube

[World's Toughest Row – YouTube](https://www.youtube.com/@worldstoughestrow)

<https://www.youtube.com/@worldstoughestrow>



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# MEDIA REACH

The World's Toughest Row has a significant global reach, which includes:



**23.7K+** FOLLOWERS

**42.9K+** MONTHLY

**14K** MONTHLY VISITS



**13M+** VIDEO VIEWS

**200K+** FOLLOWING

**1.5M+** TOP VIDEO VIEWS



**2.8M+** LIFETIME VIEWS

**1.8M+** IMPRESSIONS



**60M+** LIFETIME REACH

**42.9K+** FOLLOWERS

**70K+** ENGAGEMENT PER RACE



**50K+** COMBINED FOLLOWING ACROSS PARTICIPANTS

**35K+** AVERAGE IMPRESSIONS PER MONTH

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ATLANTIC  
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# HOW SAFE IS IT ?

By its very nature ocean rowing is a dangerous & extreme sport.

This is an organised race with safety measures & a crisis operations plan in place to assist.

More and more people are rowing in the Worlds Toughest Row each year & Atlantic Campaigns the race organisers are excellent at preparing teams to take part safely.

I have completed over 300 hours of on water training & have the best safety equipment money can buy.

Ultimately I go into this with my eyes wide open, well prepared & with an excellent support team.



# HOW CAN YOU FOLLOW MY PROGRESS ?



For those that would like to follow my journey you can !

Each rowing boat taking part in the race will have a small device attached to it called a Yellow Brick Tracker.

This will trace my location every 4 hours & then visualises this on a map.

The RED line is the most direct route but does not always mean the best route.

In the TEAMS tab you can click on the team name and see such details such as the location, speed, direction & position in the race. The coloured circle icon next to the team name locates the team on the map.

Sit back and watch the dots move every 4 hours !



# HOW CAN YOU FOLLOW MY PROGRESS ?



## The Leader Board Tab

- Each team is listed in current position. This is determined by the closest to the finish rather than the amount of miles rowed.
- **Start time** - Shows the team start time.
- **DTF** - Distance to finish in nautical miles.
- **Rowed** - Number of miles rowed so far. A team may have rowed more miles than another team, but they may be further away from the finish meaning they are in a lower position in the race.
- **VMG** - Velocity Made Good - this is the optimum speed in knots in the direction of your destination.
- **Last 24hrs** - Shows the number of nautical miles rowed in the last 24 hours.
- **VMG Start** (top right of screen) - shows the VMG since the start of the race.
- **VMG Recent** (top right of screen) - shows the VMG since the last Yellow Brick transmission.

**TOP TIP:** If you tap the team name in the leader board, it will display an estimated finish date and time.

The screenshot shows the mobile app's interface for the Leaderboards tab. At the top, there's a yellow header with the time 22:36, signal strength, and battery level. Below the header, there are tabs for 'Map' and 'Groups'. A note states 'Results are provisional - see event website for official results'. There are two sub-tabs: 'VMG Start' and 'VMG Recent'. The main content is a table with columns: Pos, Name, Start Time Updated, DTF Rowed, and VMG Last 24hrs. The table lists 17 teams with their respective metrics and status (e.g., 'Finished').

Pos	Name	Start Time Updated	DTF Rowed	VMG Last 24hrs
1	HMS Oardacious	13 Dec 08:15 17 Jan 13:15	Finished 2692 NM	0.0 kn 81 NM
2	Team Out of the Blue	13 Dec 08:39 18 Jan 20:15	Finished 2685 NM	0.0 kn 80 NM
3	Four Brothers	13 Dec 08:17 20 Jan 03:30	Finished 2738 NM	0.0 kn 50 NM
4	Team Marduk	13 Dec 08:19 20 Jan 12:30	Finished 2664 NM	0.0 kn 70 NM
5	Spirit of Hospitality	13 Dec 09:07 21 Jan 00:45	Finished 2657 NM	0.0 kn 72 NM
6	BlueTusk	13 Dec 08:41 21 Jan 17:45	Finished 2637 NM	0.0 kn 31 NM
7	Salty Science	13 Dec 08:35 21 Jan 17:45	Finished 2672 NM	0.0 kn 32 NM
8	There She Rows	13 Dec 08:21 21 Jan 21:25	Finished 2670 NM	0.0 kn 71 NM
9	Atlantic R2R	13 Dec 08:23 22 Jan 12:30	Finished 2688 NM	0.0 kn 65 NM
10	Wavebreakers	13 Dec 08:43 22 Jan 20:17	Finished 2652 NM	0.0 kn 70 NM
11	Worcester Buoys	13 Dec 08:53 23 Jan 01:46	Finished 2688 NM	0.0 kn 78 NM
12	The Big Oardeal	13 Dec 08:27 28 Jan 08:45	Finished 2749 NM	0.0 kn 0 NM
13	Atlantic Bro-ing	13 Dec 09:13 24 Jan 14:36	Finished 2650 NM	0.0 kn 65 NM
14	The Entrepreneur S...	13 Dec 09:23 24 Jan 13:15	Finished 2648 NM	0.0 kn 76 NM
15	Fight Oar Die	13 Dec 08:31 25 Jan 02:45	Finished 2721 NM	0.0 kn 81 NM
16	Mermaid Atlantic	13 Dec 08:47 26 Jan 03:19	Finished 2698 NM	0.0 kn 88 NM
17	Wave Wrangler	13 Dec 09:19	Finished	0.0 kn

# HOW CAN I GET THIS APP?

## STEP 1.

To chart my progress please go to your App store.



## STEP 2.

In the App store search for “YB Races” & look out for this icon



## STEP 3.

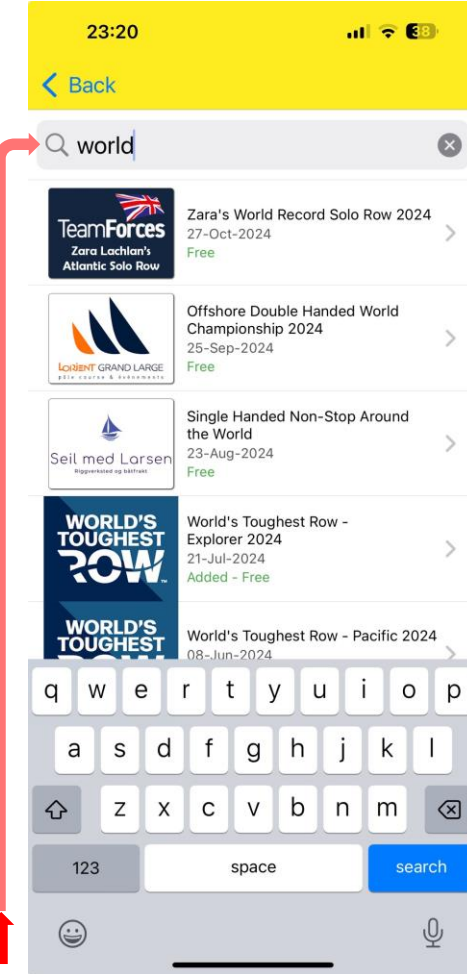
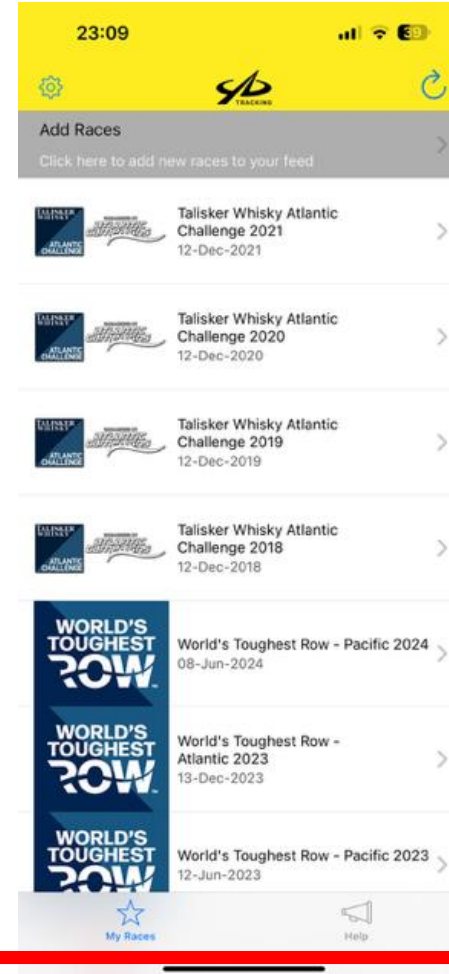
Download the Yellow Brick YB Races App onto your phone or device.  
It's FREE to download & use.

## STEP 4.

Open the YB Race App and tap on the grey bar at the top called 'Add Races – click here and add races to your feed'.

## STEP 5.

In the text box showing the magnifying glass type in & search for the 'Worlds Toughest Row – Atlantic 2024' & click on this icon to access the map & leaderboard.





# CAN I GO TO THE FINISH LINE ?

## What a party !

The finishing line will be electric & emotional to say the least. What a location to finish such an epic adventure, English Harbour Antigua.

Everyone is invited to come if you are able to. No pressure.

Atlantic Campaigns have support from Virgin Atlantic who hold seat on flights for participants families & friends.

AC advise families & friends not to book accommodation or flights until Justine advises as my nominated contact point.

AC's are experts at judging arrivals and everyone is geared up for this ..so don't worry ! Wind, weather & currents have a great impact on actual arrival date and there have been many instances of families booking accommodation too early and then missing their loved ones' arrival date! Accommodation is best sought around English Harbour or Falmouth Harbour.

I would be honoured if people make the journey to see me finish & its certainly going to be great fun.



# CONTACT

## GARMIN INREACH

I can go beyond the limits of my cellular network, and stay in touch with friends and family with global two-way messaging via the 100% global Iridium® satellite network.



Garmin Messenger™ App

Download Now



## GARMIN MESSENGER APP

To be able to message me you will need to download the Garmin Messenger App from the Apple App Store.

You will be able to send a message to  
+447766202282

# CONTACT

## CONTACT:

Andrew Major

Andrew@atlanticrocketman.com

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## SOCIAL MEDIA:

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 Atlantic Rocketman

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