McMurdo supports the Coxless Crew for Pacific Challenge in aid of Walking With the Wounded and Breast Cancer Care

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McMurdo Group, a division of the Orolia Group (NYSE Alternext Paris – FR0010501015 – ALORO) is delighted to announce its sponsorship of the Coxless Crew, a group of four women who will attempt to row 8,446 miles across the Pacific Ocean, starting in April 2014. Worldwide leader in the manufacture of marine safety beacons, McMurdo will support the team by providing them with a range of the most technologically advanced safety beacons available today.

The Coxless Crew aims to become the first all-female group to row the Pacific Ocean and are taking on the challenge without the use of any support boats, meaning they will require all the highest quality safety equipment available. McMurdo will provide a G5 EPIRB, as well as S10 AIS (Automatic Identification System) Devices. Each member of the crew will also carry a Fast Find 220 PLB COSPAS-SARSAT® Distress Beacon. Members of the McMurdo team provided the Coxless Crew with a full product demonstration at the 2014 London Boat Show.

The Coxless Crew will aim to break three world records by completing rowing, aiming to complete the fastest ever Pacific Ocean row as well as become the first all-female team to complete the challenge. They also hope to become the first ever team of four to achieve the feat, which has previously only been completed by solos and pairs teams. Setting off from California and arriving in Cairns, Australia approximately five months later, the Coxless Crew will (none of whom are professional rowers) will raise money for charities Walking With The Wounded and Breast Cancer Care.

Laura Penhaul, the Coxless Crew’s Training and Medical Lead, is delighted to receive the donation from McMurdo. She comments, “Safety is our number one priority which is why we are so proud and fortunate to be partnering with McMurdo who provide ultra-reliable safety beacons to the likes of the Royal Navy and US coastguards. Having the oldest technology support puts everyone’s minds at rest and thanks to McMurdo we will have support wherever we are in the Pacific.”