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Actisense Sponsors Olympic Sailing Hopeful

Poole-based Actisense, the multi-award-winning specialist marine electronics company, confirms sponsorship deal with Dorset's Sam Whaley in his bid for Olympic sailing gold in 2020.

Actisense, the specialist marine electronics company based in Poole, have just announced their sponsorship of young Olympic sailing hopeful, Sam Whaley. Sam, aged 21, approached the multi-award-winning company to support him in his bid for Olympic sailing gold in the 2020 Olympics in Tokyo. Sam is from Swanage but does much of his training in Weymouth, Poole and Bournemouth. A three-time national sailing champion, a few weeks ago he won his first world championship.

Phil Whitehurst, Founder and CEO of the Actisense brand, said:

“When I received Sam’s email introducing himself, I was immediately impressed by his obvious passion and commitment to his sport and to his ambition of becoming an Olympic champion. I’m a keen sailor myself and set up the Actisense brand with the aim of creating products that would make sailing a safer pursuit for all. As a company, we are always looking for ways to give something back to the community. Supporting Sam in his bid for Olympic gold is the perfect partnership for us.”

Sam is a full-time sailor in the British Sailing Team Olympic Programme. He needs sponsorship to purchase a new boat, essential for a top performance; to cover his costs for training in Portugal over the coming winter months; and his costs for taking part in The World Sailing’s Sailing World Cup in 2019.

Sam explained:

“I approached Actisense because I knew of their commitment to the marine industry and their reputation for professional excellence and innovation. Phil and his team responded so positively to my request. They’ve been brilliant and their support will be a great help. I’m really looking forward to working with them and sharing this journey with them.”

Actisense designs, develops and manufactures specialised hi-tech marine electronic equipment for the international leisure and commercial marine markets. With a global presence that stretches from Iceland to New Zealand, they have a world-wide reputation for quality, winning the prestigious NMEA Product Excellence award for the last three years.

For more information on Actisense visit: www.actisense.com. To learn more about Sam Whaley and to follow him on his quest for Olympic gold, go to: www.samwhaley.com

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If you would like to find out more or would like to arrange an interview, please contact Darren Northeast PR (working on behalf of Active Research Ltd) on 01202 676762 or pr@darrennortheast.co.uk