

FOR IMMEDIATE RELEASE

## N2E introduces YB Tracking

**Adding more safety and excitement to the 2018 race!**

NEWPORT BEACH, Calif; February 5, 2018 – Raising the safety bar for the 71<sup>st</sup> annual Newport to Ensenada International Yacht Race while setting a new standard for the involvement of friends and family is what its new relationship with YB Tracking is all about, said Newport Ocean Sailing Association officials.

Racers on all three courses; the iconic 125-mile course to Ensenada, the new short course to Dana Point, and the Border Run course to San Diego will carry the trackers.

“We’re all about safety first, but it’s also an amazing opportunity for the sailing community and non-sailors see what this classic and storied race is all about,” said NOSA Commodore Daniel Hodge. “It’s a very exciting opportunity for N2E that also provided the race true international exposure. I’m really excited that NOSA has stepped up; not only to create more opportunities for racers but also for up-and-coming racers all the while garnering worldwide exposure for our sponsors.”

For the high school and collegiate racers on the short course, YB Tracking will serve as a valuable learning tool. Racers can review the race data and analyze how to do better from a different perspective.

For N2E sponsors, YB tracking will be available on the Website of our major sponsor, the Los Angeles Times, on the NOSA Web site, and on mobile and social media apps so shore side sailing enthusiasts can follow along.

The move means N2E joins the like of other major sailing regattas like Transpac, San Diego to Puerto Vallarta Race, the Islands Race and even the Rolex Sydney to Hobart Race use YB Tracking.

“As a racer, I am very excited YB Tracking will be implemented for the 2018 Ensenada Race so that friends and family can follow the race as the boats head to Mexico. It will allow spectators to keep track of their favorite boats and gain insight into tactical decisions and overnight lead changes that usually go unnoticed,” said Shaun Prestridge, a new NOSA board member. “Like many racers, I will be sharing a link to tracking page on my social media handles.”

YB Tracking, previously known as Yellowbrick Tracking, has been providing racers on land and at sea its satellite mapping hardware and software since 2009.

“YB Tracking looks forward to supporting the N2E team towards another exciting and memorable edition of the race!, said YB Tracking’s Alex Burgis who believes the use of satellite tracking both promotes safety as well as spectator engagement. “YB Tracking offers a robust, tried and tested tracking solution allowing for both Race Officials and fans of the event to follow the action on the water,” he said.

Race mapping can be accessed free of charge via links which will be posted before the race. As the start of N2E 2018 nears, a link will populate in the list of upcoming races at [ybtracking.com](http://ybtracking.com).

Additionally, the monitors behind the front desk of the Hotel Coral in Ensenada will display the progress of the fleet so those checking in to the hotel will quickly know the location of all boats.

To be a participant rather than an observer in N2E 2018, please get a sneak peek at your competition

and register for the race at [www.nosa.org](http://www.nosa.org). Racers are encouraged to register early to ensure the availability of trackers.

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