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Images attached

**OARSOME! PR FIRM BACKS COUPLE TAKING ON THE WORLD’S TOUGHEST ROWING RACE**

Award-winning Nottinghamshire public relations agency Arch Communications is helping a local couple achieve their dream of rowing 3,000 miles across the Atlantic Ocean.

Arch has committed to providing Jooles and Ian Paillin-Dean with 50 days of free PR and marketing support, to assist them in attracting the sponsorship they need to take on the ‘World’s Toughest Row’ in 2025.

The race will see the team, known as ‘Stronger Twogether’, battle waves of up to 30 feet as they row around the clock for weeks on end.

They’re attempting to break the world record for the fastest mixed pair to ever complete it, whilst raising much-needed money for a number of local charities. These include the Leicestershire hospice LOROS, which provided end-of-life care for Ian’s mum.

Based in the Rushcliffe village of East Leake, [Arch Communications](http://www.arch-comms.co.uk) believes in ploughing profits back into the community. The firm has now donated over £165,000 to local good causes through donations and unpaid work.

Arch Communications founder and Director Matt Youdale said: “This is a big commitment from us, but Jooles and Ian are inspirational and we’re proud to be supporting them – especially as they’re based less than five miles from our office!

“We’ll be using our PR expertise and contacts to help them to share their story and gain the vital sponsorship they need to take part in the race.

“This support is part of our whole business ethos – providing high-quality PR and marketing services, so that we can invest in our community. That’s something we’re very proud of.”

Jooles and Ian need to raise £150,000 to take part in the race. Their costs include race fees, a specialist boat and essential supplies.

Jooles Paillin-Dean said: “Rowing the Atlantic is something we’ve always dreamt of doing. It really is the ultimate adventure and a challenge that very few people have completed.

“We’re doing this to inspire our children, experience something amazing as a couple and raise money for some inspirational local charities.“

Ian said: “Arch Communications’ support is going to be vital for us to simply get to the start line. We’re drawing upon their PR and marketing skills to spread the message about what we’re doing and help us get that all-important sponsorship.

“If you’re looking for a unique way to showcase your brand's commitment to sustainability and support a great cause, please do get in touch with us. We’ve got plenty of sponsorship opportunities… you could even end up with your business logo on the side of our boat as it crosses the ocean!”

Team Stronger Twogether have a range of sponsorship packages available. You can find out more about their challenge at [strongertwogether.co.uk](http://www.strongertwogether.co.uk)

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