

## UK-BASED TRANSLATION COMPANY PUSHES THE BOAT OUT TOWARDS WORLD RECORD



Picture shows: Karolina Romanek and Adrian Erangey from Earthrace

PUSH International, the UK-based translation specialists, have agreed to provide translation services to support the Earthrace project.



The Earthrace, 100% biodiesel powerboat

Earthrace is a 78foot, wave-piercing trimaran, rapidly becoming the highest-profile powerboat in the world. She is currently on a European tour until March 2008, before she attempts to set a new world speed record for a powerboat to circumnavigate the globe running exclusively on 100% biodiesel, and with a net zero carbon-footprint.

As well as breaking the current world record (set by Cable & Wireless Adventurer in 1998), the Earthrace project has been launched in order to increase awareness of the environment and the sustainable use of resources.

PUSH International work extensively with corporate, SME and public sector clients across the globe, offering translation and interpreting services covering almost seventy languages; localisation and centralisation services; website management; community language services; and E-business support; as well as CMS technology, typesetting and other services.

The company are not only providing translation services for press releases, announcements and correspondence for the tour and subsequent world record attempt, but are also arranging for their PUSH International personnel to work alongside the crew at the different stops on the tour and record attempt.

The European educational and awareness-building tour has so far taken in Sweden, Norway, Denmark, Germany, Holland, Belgium, the United Kingdom and Portugal. The tour continues to Spain, Monaco, Italy and finally back to Spain for sea trials prior to beginning the world record attempt from Valencia on 1<sup>st</sup> March, whilst the world record route will take in places like Mexico, India, Malaysia, China, and Oman.

Pete Bethune, said: "With all their international expertise, PUSH International were the obvious choice to approach for support. We really needed professional assistance with translation services in each of the countries that we are visiting, and having PUSH International on board means we are able to communicate much more effectively and efficiently with everyone from port and harbour authorities and local biofuel suppliers to the media, local schools and VIPs."

Yola Mealing, from PUSH International, said: "We are delighted to be able to offer our services to support Earthrace's communications objectives in both the pre-race phase, and during the subsequent record challenge itself. Our project managers have all been queuing up to get involved in this unique and exciting project!"

The agreement allows PUSH to have their logo on the boat itself, acknowledgements on all press releases translated by them, and a link to their website from the Earthrace website, which is currently averaging almost 120,000 hits per day!

**ENDS**

**Media notes:** There are further high resolution, copyright free photographs of Earthrace available on the news and media section of [www.earthrace.net](http://www.earthrace.net)

**For further information, please contact:**

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