

## News



### TAO Group on River Thames with BT

**UK** - TAO Group companies TAO Productions, TAO Fire, TAO Misc and TAO Medical recently joined forces to supply event production, safety planning, services and personnel to the launch of BT's Imoca 60 Yacht at HMS President on London's River Thames.



The event was a celebration of BT's sponsorship of music and sport and featured the Sugababes performing on the bow of the yacht as it sailed under Tower Bridge, signifying BT's sponsorship of the 2008 Isle of Wight Festival. The sporting side was represented by the naming of the BT Open 60 yacht, *The Artimis Transat*, crewed by Dame Ellen Macarthur, Globe Vendee participant Seb Josse and BT Extreme 40 Skipper Nick Moloney. The naming was held 14 days prior to the yacht's maiden race; a solo transatlantic crossing.

TAO Productions produced the event, providing staging, lighting, sound and artists, with roles including liaising with the Sugababes team to provide for live sound on the yacht. TAO Group's other companies undertook roles in safety, rescue and medical functions.

(Jim Evans)

(23 September 2008)

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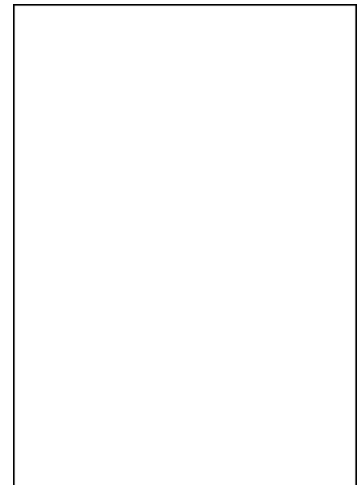
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