

The Healing Power of the Sea

Officine Panerai Hosts Sailing Experiences Tailored to Those Affected by Cancer.

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AT FULL SAIL

Something magical happens as soon as the boats head out to the open water. "About five minutes after being on the boat, you can see smiles appearing and they can leave their cares behind and just enjoy the day with their loved ones. They relax and get to know their captains and the other guests," says Boisvert. "It gives people a great experience that will last long after the day is over. I spoke with a mother of small children in New York who has Stage 4 breast cancer. She's looking forward to going out on the water with them so they can have another great memory as a family."

Panerai's Alvarez joins the Sailing Heals excursions whenever he's free. "When our VIP guests are comfortable on the boat and helping out the skipper with the lines and helming the wheel, they seem to relax and breathe in the fresh air," he says. "All of their health worries seem to fall away. That is the best part of the experience."



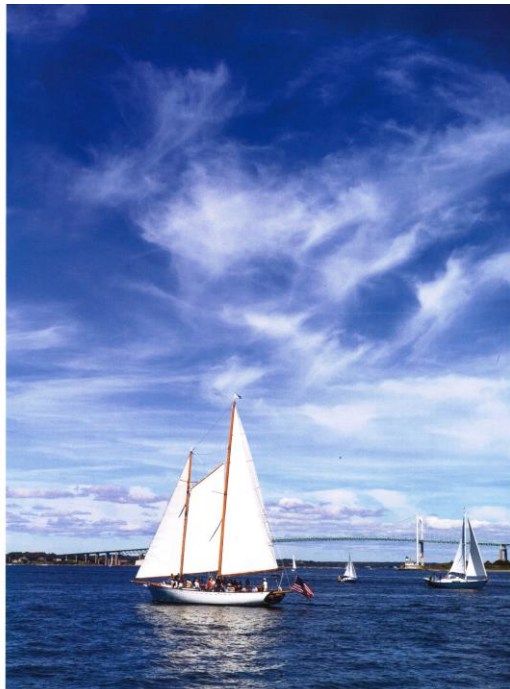
Since its founding in 1860, Officine Panerai has been linked to the sea. As an auxiliary to its watchmaking success and in line with both its seafaring history and commitment to support communities with nautical ties, Panerai founded Sailing Heals for cancer patients and their caregivers. The four-year-old program offers them sailing trips on exceptional boats.

"Panerai is about authenticity and passion. It doesn't get more authentic and passionate than supporting people when they might be going through a difficult setback," says Rafael Alvarez, president of Panerai North America. "We don't just write a check like many other corporate sponsors. We are very much involved in Sailing Heals. It helps us express our brand values as does our sponsorship of the Panerai Classic Yachts Challenge. It also helps us extend our passion for classic sailing in communities where we don't host an annual regatta. We focus on the classic yachts, even while Sailing Heals hosts sails on many other beautiful sailing yachts and motor yachts. This program is all about the healing power of the sea."

Sailing Heals arranges engaging seafaring experiences for cancer patients, survivors and caregivers on beautiful vessels. Through its participation in classic yacht racing, Officine Panerai has arranged events on yachts at many North American ports.

"We partner with expert volunteer sailors to offer our VIP patient guests and their caregivers a great day on the water," explains Trisha Boisvert, the executive director of Sailing Heals.

Boisvert and her staff work with hospitals, nurses and doctors to identify and invite patients who are in all phases of cancer treatment. If a person has had cancer in the last year, he or she qualifies to participate. Sailing Heals has also hosted patients in remission as well as those in the latter stages of the disease.



PHILANTHROPY: SAILING HEALS

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The sea, once it casts its spell, holds one in its net of wonder forever. - Jacques Cousteau



NOTHING BUT BLUE SKIES AHEAD

Sailing Heals is just one of Panerai's new ventures. For Sailing Heals, Panerai is looking to extend the program at other ports, leading to more frequent outings. "It would be gratifying to see Sailing Heals show a continued steady growth in ports where there are active host captains and philanthropic-minded yachting and sailing clubs," Alvarez adds. "That will be fun to watch. I hope that Panerai will be there, helping put wind in their sails." -Keith W. Strandberg

panerai.com
sailingheals.com

The Panerai Luminor Regatta watch

OFF THE COAST OF MASSACHUSETTS: PANERAI THROUGHOUT BY GUY AUBIN, COURTESY OF PANERAI.

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