

PHILADELPHIA, Pa., Oct. 25, 2013 /PRNewswire-iReach/ -- The Head of the Schuylkill Regatta and Gold Challenge Cup Foundation Inc., announces that the world's top four men and women single scullers will descend on Philadelphia to compete for *The Gold Cup* at the Head of the Schuylkill Regatta to be held on October 25, 2014 (one year from today). This marks the return of the elite rowing event, and the partnership of two great Philadelphia rowing traditions.

The solid gold cup, the symbol of this international competition, will be on display at a briefing open to the press and public, **tomorrow, Saturday, October 26, 2013, at 11:00 AM**, at the Festival Tent on Kelly Drive near the Three Angels Statue.

Lisa Dunlop

, President of Head of the Schuylkill Regatta;

Philadelphia

philanthropist

Herb Lotman

, chairman of the Gold Challenge Cup Foundation and former CEO of Keystone Foods; and

J.B. Kelly III

, grandson of the first gold cup winner,

John B. Kelly, Sr.

, will share brief remarks.

"The Gold Cup is the most storied race in Philadelphia's rich rowing history, and we are proud

to partner with
regatta, Head of the
Schuylkill

Philadelphia's largest

, to once again put our city on the world sporting stage," said
Herb Lotman

, Chairman of the Gold Challenge Cup Foundation. "The race promises to be one of the most
exciting rowing competitions outside of the Olympics, and the nearly 14,000 fans and rowers
who attend Head of the
Schuylkill

will have the unique opportunity to witness history in the making."

"Philadelphia is the home of American rowing, and Head of the Schuylkill is emblematic of this
rich rowing tradition, with more than 6,500 high school, college and masters rowers of all skill
levels competing in a diverse field of events. The addition of the Gold Cup event will solidify the
regatta as a premier international rowing venue, and should serve to attract even more rowers
and tourism to the

Phil

adelphia

region," said

Lisa Dunlop

, President of Head of The Schuylkill Regatta.

The Philadelphia Gold Challenge Cup event, otherwise known as "The Gold Cup," began in
1920, during the heyday of Philadelphia rowing. The event pitted the best amateur male single
scullers in the world against each other in a sprint race on the famed Schuylkill River course.
The contest, and the cup, disappeared in the early 1960s, only to reemerge in 2011 after a
50-year hiatus, with the expansion of the competition to women. Iztok Čop (

Slovenia

) and Mirka Knapkova (

Czech Republic

) claimed victory, and both went on to earn medals in the 2012 Olympic Games in

London

Importantly, most of the scholastic, collegiate and masters races in the Head of the Schuylkill
regatta are 2.5 miles long, but The Gold Cup event will be a "sprint" race, approximately 1,000
meters in length. The shorter length of the Gold Cup races will make for close competition and
exciting finishes. The race will take place in the middle four lanes of the Schuylkill River, near
iconic Boathouse Row. Prize money of

\$10,000

will be awarded to the Champion;

\$5,000

for second place,

\$2,500

for third place and

\$1,000

for fourth place. A Gold Cup medal will be given to each winner.

For more information, visit the regatta website: <http://www.hosr.org>

About the Head of the Schuylkill Regatta

The Head of the Schuylkill Regatta began as a one-day race in 1971 when members of the University Barge Club decided to offer rowers, of all ages, a congenial race on the historic Schuylkill River. The Regatta's spirit of inclusion grew along with the size and scope of the event. At a time when only college crews competed in the fall "head" or distance races, the Head of the Schuylkill opened racing to high schools, emerging masters and veteran rowers. The Regatta has grown to a two-day event with more than 1450 boats made up of 6500+ rowers including newly minted rowers to Olympic champions.

About The Gold Challenge Cup Foundation Inc.

A private group of Philadelphia rowing enthusiasts who rediscovered the Gold Cup and hope to reinstate the Philadelphia Challenge Cup event and tradition to its rightful place in single scull rowing prominence. The Foundation's Chairman is Herb Lotman, Founder, former CEO and Chairman of Keystone Foods, LLC. Board members include F. William McNabb III, Chairman and CEO of Vanguard; Dr. Scot Fisher, faculty member of the Department of Radiation Oncology at Jefferson Medical College of Jefferson University; Rebecca Katz, Principal of Participant Strategy at Vanguard; and James Barker, Jr., former Head Coach of the Haverford School crew team and U.S. Rowing Hall of Fame inductee.

About The Gold Cup™

The Philadelphia Gold Challenge Cup event—The Gold Cup, was commissioned by the Schuylkill Navy in 1920 to honor the undisputed world champion in the sport of single scull rowing. John B. Kelly Sr. was the first recipient. The celebrated names of the international rowing elite have since been engraved on The Gold Cup. In the mid-1960s, the trophy disappeared. The trophy was rediscovered in 1996 and the event returned to its glory in 2011.

Media Contact: Rebecca Katz, The Gold Challenge Cup Foundation, 484-928-0577, phillygoldcup@gmail.com

News distributed by PR Newswire iReach: <https://ireach.prnewswire.com>

SOURCE The Gold Challenge Cup Foundation Inc.