LOOR works with Nautical Cloud to Enhance Offshore Racing Experience

For Immediate Release

December 5, 2024, Mississauga, Ontario— Lake Ontario Offshore Racing (LOOR) is excited to announce a new relationship with Nautical Cloud to provide advanced registration and race management services for its offshore racing events over the next three seasons. This collaboration aims to enhance functionalities for all participants and eliminate redundant requirements for racers participating in multiple LOOR events.

Nautical Cloud, developed with the needs of both offshore racers and race organizers in mind, offers comprehensive digital checklists seamlessly integrated with event deadlines. This innovative platform allows participants and organizers to focus on key aspects of the event without getting bogged down by administrative tasks.

"We are thrilled to collaborate with LOOR to bring a more efficient and user-friendly experience to the offshore racing community," said Stuart Lawrence, Customer Success Manager at Nautical Cloud. *"Our platform is designed to streamline processes and enhance the overall management of racing events."*

LOOR will launch registration on the Nautical Cloud platform for the 2025 season ahead of the Toronto International Boat Show, scheduled for January 18-26, 2025. To ensure a smooth transition, LOOR will provide detailed documentation and updated instructional videos on its YouTube channel to guide participants in effectively using Nautical Cloud.

"Partnering with Nautical Cloud represents a significant step forward in improving the racing experience for our participants," said Terry Kuehn, Chair at LOOR. *"We are committed to leveraging innovative solutions that benefit our racing community."*

About Nautical Cloud is a pioneering yacht race management platform designed to transform the complexities of yacht racing. Initially developed for JOG and later adopted by the Royal Ocean Racing Club (RORC), it has expanded globally, revolutionizing how races are organized, managed, and experienced. Key innovations include real-time scoring, AI-powered event management, customizable portals, and streamlined compliance processes. Nautical Cloud continues to evolve, supporting events like the Newport to Bermuda Race and Chicago Mac Race, and engaging over 1.2 million visitors from 171 countries. Its impact has been profound, enabling organizers to deliver world-class sailing events with smaller teams while boosting operational efficiency and elevating the overall experience for competitors, sponsors, and fan**s.**

About Lake Ontario Offshore Racing (LOOR) of the Port Credit Yacht Club (PCYC), is dedicated to bringing the offshore sailboat racing experience to Lake Ontario. This is accomplished with its running of the Lake Ontario 300/600 Challenge Races (LO300/LO600), including the Solo Challenge, the Susan Hood Trophy Race (SHTR) and the Lake Ontario Short Handed Racing Series (LOSHRS) offshore sailboat races. This is augmented by LOOR's educational series throughout the Lake Ontario basin and promotion of other activities related to offshore racing. A key focus of LOOR is the safety of offshore racing.

For more information:

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