

**“Crazy”, “ridiculous” and “stupid”
NOMAN is an Island: Could you row 2,400 miles from California to
Hawaii with 3 of your mates?**



The Challenge: Row 2,400 miles across the Pacific Ocean from California to
Hawaii

Method: 24ft Sailless boat named Isabel

The Crew: Nick, Jack, Mark and Chris all 24

On 6th June 2014 the crew of ‘NOMEN’ Nick, Jack, Mark and Chris, all 24, will set off from Monterrey Bay, California on a 2,400 mile journey (the equivalent of 89 marathons) for their destination: the mid-pacific island chain of Hawaii.

An undertaking of Herculean proportions, the four NOMEN are aiming to break 4 world records by spending up to 40 days or more rowing around the clock fighting a constant battle against the Pacific. Little protection exists from extreme weather, shark infested waters (it’s true – Jack’s googled it) and 30ft Pacific swells. Add to this: cramped conditions, limited washing and cooking facilities and a sleeping space for four crew members that is only the size of a single bed, spooning will be the order of the day for this close-knit 4. The possible 40 days at sea will test both the crew’s psychological and physical capabilities.

The NOMEN’s training programme is intense and by the time the team start their challenge in June they will have rowed 14,672km (equiv London to Perth with 1,056,384 strokes), will have run 3774km (equiv London to Cairo) and will have lifted 3408 tonnes (equiv of 20 fully grown blue whales). They’ll also have mastered the on/off switch of the VHF radio, received their competent crew RYA, will hopefully refine their navigation skills so they’re better than Columbus’s, with Mark hoping to be an expert in sports physio – not sure where’s he’s going to put his massage table.

'We've been planning and preparing for this row for over a year now. In fact it was one year and six days ago today that a mysterious and intriguing email arrived in my inbox from Nick; the premise – to try to make a real difference by doing something extraordinary.' said NOMAN Jack

NOMAN is not just about racing but raising awareness and resources to end HPV (Human Papilloma Virus) and the related cancers that currently exist in both men and women. HPV causes 5%^[i] of cancers globally NOMAN focuses on stopping cancer before it starts by leading the global fight to END HPV by calling on the government to extend vaccination to boys (www.change.org/petitions/jeremy-hunt-uk-health-secretary-introduce-hpv-vaccination-for-boys-to-stop-many-preventable-cancers-3), and by raising funds to support those affected by HPV and it's related cancers. Currently the vaccine, commonly known as the cervical cancer jab, is only given to girls.

The NOMEN said *' "Crazy", "ridiculous" and "stupid" are all perfectly normal reactions to what we are doing and have been used frequently by family and friends over the past few months. However these are really words that should be reserved for the current situation surrounding HPV both in the UK and worldwide. To be in one of the most at risk age categories and having never even heard of the virus and its devastating side effects was an alarming thought. This is what we are rowing to change.'*

NOMAN is an Island are a series of extreme endurance events, where teams of 'NOMEN' tackle incredible feats to raise awareness about the importance of male HPV vaccination. Last year's inaugural event -- a row from Barcelona to Ibiza -- raised over \$1million. Simultaneously on the 6th June 2014, 8 NOMEN will participate in Cosaveli's Trois Etapes Giro, an 8-day pro-am cycling race through the Dolomites.

Meet the NOMEN



NOMEN L-R: Jack, Mark, Chris and Nick

Let's start with **Jack**, who's a dab hand at half marathons and trekked the Amazon in 2006. Not to say that he's entirely superhuman though, if his

recent google search history for great white sharks on the West Coast of America is anything to go by. Growing up in London, he met the rest of the crew whilst studying at Exeter University in 2009, and rowed competitively until his studies took him abroad. Still trying to figure out a means of watching the Football World Cup whilst aboard the boat, Jack is nonetheless relishing the physical and mental challenge that awaits.

Next up is **Nick**, who is responsible for bringing Jack onboard the NOMEN team via a catalytic email last summer and the unquenchable desire to make a difference to HPV awareness. With a father who once sailed the Atlantic, it might come as a surprise that Nick is the only member of the crew never to have rowed before. However, he does have experience trekking the breadth of Scotland, as well as rather hazy memories of riding a canoe off the coast of Greece at 3am. Very much the Columbus of the group, Nick can currently be found frantically seeking a method to ensure the boat ceases rocking whilst he is looking over the charts.

Originally a rugby player, **Chris** switched to rowing whilst at university and hasn't looked back since. Having previously cycled several Alpine stages of the Tour de France, as well as hiking Mount Meru in Tanzania, he knows a thing or two about physical endurance and is relishing the challenge of rowing the ocean for some 30 days straight. Although he'll be without his beloved Muller Crunch Corners for the duration of the voyage, the prospect of achieving the mythical full body tan should more than make up for it.

Rounding off the crew is **Mark**, who's responsible for chiseling the NOMEN into the sculpted, herculean troupe that will grace the waves this June. Having worked as a personal trainer since graduating from university in 2012, not to mention surviving the Christmas period in a professional kitchen, Mark leapt at the chance to make a difference to a cause as important as HPV, even if he's dreading the saddle-soreness that will invariably set in.

The Race Vital Statistics

By the time they set off in June the crew will have:

- Rowed 14,672km (London-Perth)
- Run 3744km (London-Cairo)
- Cycled 7520km (London-Cuba)
- Lifted 3408 metric tonnes (20 fully grown blue whales)

The crew will have each spent approximately 1,668 hours (70 days) training between them and will have rowed approximately 1,056,384 strokes in preparation for the row.

The race distance is the same as:

11 River Thames

89 Marathons

1,878 Olympic Rowing Finals

11,593 Eiffel Towers

13,964 Titanic's

341,474 London Buses
Almost 1,000 miles longer than Argentina
Over twice the distance from London to Madrid
At full pace, it would take Usain Bolt over four days and four hours to run.
At world record pace, it would take Michael Phelps 21 days, 14 hours and 24 minutes to swim butterfly.

Chris Martin, of New Ocean Wave, an ocean rower and organiser of the Great Pacific Race has said 'This extreme adventure is not for the faint hearted and the risks should never be underestimated.'

You can support our NOMEN in their incredible world record-breaking attempts at:

www.nomancampaign.org
www.facebook.com/NoManCampaign
www.instagram.com/nomancampaign
www.twitter.com/NOMANCampaign
www.youtube.com/user/nomancampaign

Sign the petition to extend vaccination to boys:

www.change.org/petitions/jeremy-hunt-uk-health-secretary-introduce-hpv-vaccination-for-boys-to-stop-many-preventable-cancers-3

END

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Editors Notes

- New Ocean Waves Great Pacific Race is the biggest, baddest human endurance challenge on the planet. Ocean row-boats of one, two and four compete against each other in the world's first rowing race on the Pacific. On June 7th 2014 teams from around the world will set out on a 2,400 mile journey on the world's largest ocean from Monterey, California to Honolulu, Hawaii. This epic journey is expected to take between 30 and 90 days depending on the crew and the weather. Each boat carries no sails or engines and is only moved by the muscle of the crew pulling on the oars.
- NOMAN is a series of extreme endurance events which test it's participants to their absolute limits all the while raising funds and awareness for the HPV and Anal Cancer Foundation. NOMAN included a rowing race from Barcelona to Ibiza in 2013, the Great Pacific Race and simultaneously on the 6th June 2014, the Cosaveli Trois Etapes Giro, a pro-am cycle race through some of the most iconic and stunningly beautiful climbs in cycling, 8 NOMEN are a part of the incredible team, racing for the coveted Maglia Rosa.
- NOMAN is not just about racing but raising awareness and resources to end the HPV-related cancer epidemic that currently exists in both men and women. HPV does not discriminate. Nearly all men and women will get HPV, at some point in their lives.
- HPV is the causal agent in 5% of all human cancers. Among cancers affecting men, it is estimated that HPV infection is associated with up to 90% of anal cancers, 60% of penile cancers, and 75% of tonsillar and base-of-tongue cancers with each of these cancers having increased in incidence over the past two decades.[ii] In addition, it accounts for 40,392 new cases of genital warts found in men in 2012, a 15% increase since 2003.[iii]
- NOMAN is the endurance and fundraising arm of the HPV and Anal Cancer Foundation. Justine, Tristan and Camille Almada founded the HPV and Anal Cancer Foundation in July 2010, three months after their mother, Paulette Isabel Crowther, died of HPV-related anal cancer. The HPV and Anal Cancer Foundation aims to:
 - Ø Highlight the relevance of human papillomavirus (HPV) in contracting cancer
 - Ø Accelerate a cure for 5% of all cancers that are caused by HPV
 - Ø Advocate for prevention methods that will end anal cancer and HPV-related cancers, including ensuring vaccination for both boys and girls
 - Ø Provide support for survivors, care-givers, scientists and providers affected by anal cancer.

HPV Facts

- Ø Most people will contract HPV in their lifetime and clear the virus. But for some people, HPV becomes a cause of cancer—such as cervical, anal, penile, vulval, head, neck and throat cancer – and genital warts.
- Ø Cancer sites where at least a proportion is attributable to HPV:
 - o Oral cancer 6767 cases/year, 2056 deaths/year[iv]
 - o Cervical cancer 3064 cases/year, 972 deaths/year
 - o Laryngeal (larynx) cancer 2360 cases/year, 798 deaths/year
 - o Anal cancer 1175 cases/year, 299 deaths/year

- o Vaginal Cancer, 256 cases/year, 91 deaths/year
- o Vulval cancer 1203 cases/year, 404 deaths/year
- o Penile cancer 558 cases/year, 111 deaths/year

Ø In 2012, there were 40,392 new cases of genital warts in men.[v]

Ø HPV Action estimates it would cost £24million/year to vaccinate UK boys (assuming a 90% vaccination rate).

[i] [i] National Advisory Committee on Immunization (NACI). Update on Human Papillomavirus (HPV) Vaccines. Canada Communicable Disease Report; January 2012(38); ACS-1 . D'Souza G, Dempsey A. The role of HPV in head and neck cancer and review of the HPV vaccine. Preventive Medicine 2011; 53: S5-S11.

[ii] National Advisory Committee on Immunization (NACI). Update on Human Papillomavirus (HPV) Vaccines. Canada Communicable Disease Report; January 2012(38); ACS-1 . D'Souza G, Dempsey A. The role of HPV in head and neck cancer and review of the HPV vaccine. Preventive Medicine 2011; 53: S5-S11.

[iii] Public Health England data.

www.hpa.org.uk/webc/HPAwebFile/HPAweb_C/1215589015024

[iv] <http://www.cancerresearchuk.org/cancer-info/cancerstats/types/oral/incidence/>

[v] Public Health England data.

www.hpa.org.uk/webc/HPAwebFile/HPAweb_C/1215589015024