



MY YACHT GROUP & BLOCKCHAIN ROYALE USA

4th My Yacht® Group Concours & BlockChain Royale® USA Debut Create Buzz during Monterey Motoring Week, Raise Funds for the Blue Angels Foundation

Monterey CA, August 26th, 2018 – Setting itself apart from the melée of automotive houses and tents spread across the Monterey Peninsula and beyond, My Yacht® Group (MYG) once again welcomed VIP guests and brand partners aboard its superyacht during the world famous automotive gathering, August 23-26, that includes rallies, historic car races, high value auctions, and that saw a 1937 Alfa Romeo 8C 2900B Touring Berlinetta take Best of Show at Sunday's Concours d'Elegance.



MYG's two days of events signaled the USA debut of BlockChain Royale, and its follow-up event to a hugely successful launch during the 2018 Monaco F1 weekend in May. Introduced by MYG CEO and Founder, Nicholas Frankl – well-known in automotive circles through 25+ years of USA and global marketing collaborations with many of the world's leading automotive manufacturers and suppliers, in addition to testing and commenting on cars, plus a stint with the Ferrari F1 team – the gathering welcomed key figures in the blockchain community plus leaders in the automotive and real estate realms, addressing a variety of subjects including tokenized securities, the tokenization of real estate, blockchain's impact on the future of automotive transactions and production, and more.

The roster of speakers were: Patrick Campos, Chief Strategy Officer, Securrency; Stephen McKeon, Finance Professor at University of Oregon; Michael Mathias, CEO, DasCoin; Vince Molinari, Co-Founder, Templum Inc., Stephane De Baets, Founder and President, Elevated Returns; and Federico Foschini, Chief Commercial Officer, Automobili Lamborghini.



Among those keen to learn more were Indy 500 Champion and current F1 Steward, Danny Sullivan; Roh Habibi of BravoTV's Million Dollar Listing; Fmr. Ferrari Club of America President, Harold Wong; Denver Nuggets NBA player Isaiah Thomas; Alessandro Farneschi, CEO, Lamborghini of America; and Charlie Vogelheim, President of Motor Press Guild, plus prolific automotive collectors, leading real estate developers, and members of the blockchain community.

The 150' superyacht M/Y Leight Star, previously 'home' to MYG's 2017 LA reception, provided a spacious setting for both the daytime lunch summit and the larger charity reception, and made for an impressive sight among the more traditional sailing and fishing boats, drawing the attention of local residents and Monterey's protected marine life alike!



Adding some serious sparkle to the mid-deck lounge, Gunderson's Jewelers Private Client Group showcased a range of fine jewelry and timepieces, with strong sales on both days. Standout items included a 9ct. oval diamond engagement ring priced at \$560,000, and #003/188 Limited Edition Carl F. Bucherer Manero Tourbillon, priced at \$108,000. Established in 1946, this third-generation company works on a commission basis with clients worldwide who appreciate transparency and the ability to know the value of the jewelry or watch they want to secure.

The world's first Super Sport Utility Vehicle, the Lamborghini Urus, proved extremely popular as it took pride of place welcoming guests. Remaining loyal to its unmistakable DNA, a 640HP V8 bi-turbo, advanced 4WD system, plus luxurious Italian craftsmanship, wrapped in extreme proportions, blend pure Lamborghini design & outstanding performance. As Mr. Farneschi remarked aboard, the vehicle has attracted 'unprecedented' attention and demand, not least among the blockchain community, for whom Lamborghini is the 'must have' marque.

In keeping with all MYG events, the charity reception raised both funds and awareness for one of its long-term charitable partners, the Blue Angels Foundation. An on board silent auction of large format fine wines courtesy of Blackbird Vineyard's Bespoke Collection, plus Far Niente's new Bella Union, along with pledges and donations will wholly benefit the important works of BAF, whose mission is to support wounded veterans. With 22 veterans committing suicide every day, BAF works on understanding & resolving PTSD, saving lives and promoting positive transitions back to the civilian community and a life of dignity and fulfillment for wounded veterans & their families.

Additional partners aboard included family owned and traditional Savile Row bespoke tailors, Stowers of London, outfitting Frankl in a custom jacket. Rebecca Creek Distillery returned to pour its fine Texas whiskey and Enchanted Rock premium vodka, while El Jefe Tequila Nitro Draft Margaritas proved an instant hit, while a variety of Serenity Lane wines, from the exclusive private Danville estate that's currently on the market for \$25M, complemented a fine selection of foods from leading local farm-to-table caterers AquaTerra Culinary.

For more information please contact: Info@MyYachtGroup.com



About My Yacht® Group:

My Yacht® Group creates turnkey, luxury hospitality and branding opportunities on board private superyachts at premier international sporting, social and artistic events. My Yacht Group is the result of twenty years spent working in the fields of sports and entertainment sponsorship and experiential marketing, creating long-term strategic partnerships with luxury and aspirational brands that showcase their products and entertain their top clients, while mixing with a highly targeted, pre-qualified guest list at invitation-only events.

My Yacht Group events can be found at: Yachts Miami Beach, Palm Beach International Boat Show, Cannes International Film Festival, Monaco F1 Grand Prix, Monterey CA's Automotive Weekend, Monaco Yacht Show, San Francisco Fleet Week, Los Angeles, Fort Lauderdale Boat Show, Abu Dhabi F1 Grand Prix, Art Basel Miami Beach, St. Bart's High Season, & more. Non-yacht events include My Yacht® Club at the USA F1 Grand Prix in Austin, TX.

About Blue Angels Foundation:

BAF's mission is to help each wounded veteran it supports track towards & attain a purpose-driven life in the civilian sector that has a generational impact (through impacting a marriage, improving relationships with kids, other family members, passing down a normal childhood to their children, & more). Its aim is to donate 100% of donations received towards the cause. The Blue Angels Foundation is a 501-c-3 nonprofit organization that was formed by former Navy Blue Angels Demonstration Squadron team members.

ABOUT THE AUTHOR: FORCE ONE MAGAZINE



Force One magazine is a portal into luxury. With limited – and selective – distribution throughout Monaco and beyond, the magazine is seen by a very carefully selected demographic. The large format and silken pages lend themselves to enhance the quality of the magazine's content promoting the very best endeavours of those who seek to perpetuate excellence.

