

BT invests in British sailing

BT, the telecoms giant, has decided to invest money in Dame Ellen MacArthur's sailing team.

After an absence from sailing sponsorship for seven years, BT has greed a three-year deal with the British sailor that will see the crew named BT Team Ellen, Yachting World reports.

Dame MacArthur remarked to the publication that the development allows her to concentrate on other activities.

“For 13 years, I’ve been the key focus in the sailing team. That’s really a lot of work for one person. It’s takes a massive toll and it’s a lot to deal with. This gives me a chance to do some other things,” she commented.

The deal is part of BT’s corporate social responsibility programme, which has already ploughed £180 million into community and charity schemes over the past half a decade.

BT has also responded to the topical issue of climate change, vowing to reduce its carbon footprint and to help encourage suppliers, customers and employees to follow suit.



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