

FOR IMMEDIATE RELEASE:



NMMA Appoints SureShade's Dana Russikoff to MACD Board

Russikoff Brings Industry Advocacy and Manufacturing Expertise to Marine Accessories and Components Division as Newest Board Member

PHILADELPHIA, PA – June 14, 2018 - [SureShade](http://www.sureshade.com), the U.S. designer and manufacturer of patented retractable sunshade systems for the marine industry, is pleased to announce that National Marine Manufacturer Association (NMMA) has appointed Dana Russikoff, SureShade's business leader and co-founder, to their Marine Accessories and Components Division (MACD) as a board member.

The MACD board serves the nearly 600 NMMA member companies in both the OEM and aftermarket segments, and is vested in the success to protect and grow recreational boating through public policy advocacy and industry-focused growth initiatives. As business leader and co-founder of SureShade, Russikoff adds extensive business management and manufacturing expertise to the MACD board, excelling at nurturing growth opportunities in both factory and aftermarket segments.

"We are delighted that Dana will be joining the MACD board and look forward to her leadership as we continue working to both protect and expand the market for recreational boating products," said Thom Dammrich, NMMA President. "Dana brings vast knowledge and experience in the industry building a fast-growing and reputable marine business. As co-founder of SureShade, and someone who's a passionate advocate for our industry, she brings a unique viewpoint and enthusiasm."

In addition to her new appointment as a MACD board member, Russikoff also serves as a board member for BoatPAC – the recreational boating industry's political action committee – and as an officer on the Riverfront North Partnership board aimed at development of the Delaware River in SureShade's hometown of Philadelphia.

ABOUT SURESHADE

SureShade® is the U.S. based designer and manufacturer of innovative retractable sunshade systems for the marine industry that extend social zones, improve sun protection and make the boating experience even better. Utilizing a globally patented self-supported telescoping framework technology, SureShade products feature automated or manual boat shade systems available for factory or aftermarket/refit. Factory installed by top boat brands on over 100 boat models and installed on thousands of boats worldwide, SureShade is the new standard for shade in the marine industry. For more information, visit <http://www.sureshade.com>.

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