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Yamaha Marine Announces Marine Plastics Initiative in Support of Save Our Seas Act

KENNESAW, Ga.--([BUSINESS WIRE](#))-- Yamaha Marine Group today announced a new marine plastics removal program in support of the Save Our Seas Act (S. 756), which was passed by the U.S. House of Representatives on July 25, 2018. The bill aims to strengthen research and international coordination of anti-debris efforts to protect America's oceans, coastlines, and inland waterways. The Yamaha Marine Plastics Initiative not only endorses the bill, but aims to raise awareness and advocacy for the issue of ocean plastics and for further legislation.

The bipartisan Save Our Seas Act was introduced in the U.S. Senate by Senators Dan Sullivan (R-Alaska), Sheldon Whitehouse (D-R.I.), and Cory Booker (D-N.J.) in 2017. It passed the Senate in August of 2017, but was stalled in the House until this summer.

"Yamaha Marine has supported the Save Our Seas Act from its inception, by raising awareness for the bill and encouraging advocacy," said Ben Speciale, Yamaha Marine Group President. "It is crucial to support our oceans so that we can continue to enjoy our fisheries, our resources and creating memories out on the water."

A Yamaha Marine team traveled to Washington, D.C. last week to present ideas for the Yamaha Marine Plastics Initiative with the offices of Senators Sullivan and Booker and Representative Carlos Curbelo (R-Fla.) In addition, they met with Representatives Charles Crist (D-Fla.) and Suzanne Bonamici (D-Ore.), to discuss and refine the program and gauge interest in additional legislation to mitigate ocean plastics.

"We want to maintain the momentum of the Save Our Seas Act, which speaks to the heart of marine conservation," said Martin Peters, Senior Manager, Government Relations, Yamaha Marine Group. "The Yamaha Marine Plastics Initiative will continue to raise awareness among consumers for the problem of ocean plastics, encourage further bipartisan legislative action, and support a plastics removal program that all boaters and anglers can take part in."

The Save Our Seas Act now awaits action in the Senate after having been amended by the House. Yamaha encourages boaters and anglers to continue to send prewritten letters of support to their legislators through [BassforSalt.com](#).

Yamaha Marine products are marketed throughout the United States and around the world. Yamaha Marine Group, based in Kennesaw, Ga., supports its 2,000 U.S. dealers and boat builders with marketing, training and parts for Yamaha's full line of products and strives to be the industry leader in reliability, technology and customer service. Yamaha Marine is the only outboard brand to have earned NMMA®'s C.S.I. Customer Satisfaction Index award every year since its inception. Visit [www.yamahaoutboards.com](#).

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