

## **West Marine Partners with The Leukemia & Lymphoma Society for September 2018 In-Store Fundraiser**

### *Paper Sailboat Fundraiser Coincides with Leukemia Cup Regatta Events*

**Watsonville, Calif., August 28, 2018** – West Marine, the world's premier boating and sailing retailer, is pleased to announce its continued partnership with [The Leukemia & Lymphoma Society](#) (LLS) taking place at all West Marine locations from September 1-30. Throughout the month, West Marine customers can donate to LLS by purchasing a paper sailboat they can add their name to and display in the store where the donation was made.

Since September 2016, West Marine has raised nearly \$90,000 for LLS. The paper sailboat fundraiser is held in conjunction with the Leukemia Cup Regatta, a series of sailing events that take place at yacht clubs across North America. Regatta participants seek donations from friends, co-workers, family and companies to sponsor their boat. Funds help support life-saving research and patient services, bringing hope to patients and their families. Since the inception of the Leukemia Cup Regatta in 1988, over \$66 million has been raised to help advance the LLS mission.

“West Marine is proud to support this cause in the local boating community by giving 100 percent of the proceeds from the sale of paper sailboats back to LLS. We are honored to be in this fight and help the efforts to end blood cancers,” said Doug Robinson, CEO of West Marine. “The response to this initiative from our associates and customers is inspiring, and this year we are setting the bar higher with a challenge for each of our 246 stores to raise at least \$1,000.”

Doug Robinson himself is a leukemia survivor. Diagnosed in 2014, Robinson's medical team worked closely with The Leukemia & Lymphoma Society both on treatment protocols and to identify a bone marrow donor for a transplant. Fortunately, a donor was identified and today Robinson is able to live an unrestricted life.

“West Marine's unfailing support and the generosity of the sailing community has been key in enabling LLS to help more patients and their families who are on the front lines of the cancer battle. I am living proof of the research and treatment advances,” said Gary Jobson, National Chairman Emeritus of the Leukemia Cup Regatta and a lymphoma survivor.

For more information about West Marine and the LLS Leukemia Cup Regatta Series, please visit [www.westmarine.com](http://www.westmarine.com).

### **About West Marine**

For more than 50 years, West Marine has been the premier retailer of boating, fishing, sailing and paddling gear. With nearly 250 stores located in 38 states and Puerto Rico and an eCommerce website reaching domestic, international and professional customers, West Marine is recognized as a leading resource for cruisers, sailors, anglers and paddlesports enthusiasts. West Marine associates share the same love for the water as our customers and provide helpful advice on the gear and gadgets they need to be safe and have fun. To learn more about West Marine, please visit the West Marine website at [www.westmarine.com](http://www.westmarine.com).

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