

## **Sea Tow Foundation Launches “National Boating Industry Safety Awards”**

*North American Sober Skipper Advisory Council Creates New Awards Program to Recognize Top Safety Promoters Exclusively in For-Profit Recreational Marine Segment*

**Southhold, NY, August 15, 2019** – The Sea Tow Foundation, with the help and support of its newly launched North American Sober Skipper Advisory Council, announces the unveiling of a new national awards program designed to recognize the best boating safety work in the for-profit sector of the recreational marine marketplace occurring within the United States.

The inaugural presentation of the **“National Boating Industry Safety Awards”** will be held the opening night of the new Elevate Summit on November 22 in Orlando, FL and will honor top boating safety programs and promotions in four separate categories.

According to Sea Tow Foundation’s Executive Director Gail R. Kulp, the North American Sober Skipper Advisory Council developed and recommended the recognition to spotlight the best in class work of marine retailers, marine manufacturers and marine media. A fourth award will be presented for the best overall marine marketing outreach program promoting boating safety.

“We are very enthusiastic about the work of our Sober Skipper Advisory Council members who have collaborated with us to develop this important awards recognition,” said Kulp. “While there are some existing boating safety award programs, none focus on and recognize the contributions of the greater for-profit sector of the marine industry. Our goal is to help build awareness and inspire new opportunities within the for-profit sector to better promote boating safety and to showcase best practices throughout the industry within the U.S. We hope our program not only serves to recognize the outstanding work currently underway but will ultimately spur greater industry support and participation in the future.”

“We are very pleased to participate with the Sea Tow Foundation and the North American Sober Skipper Advisory Council in hosting the inaugural awards presentation at our Elevate Summit,” said Top 100 and Elevate Managing Director Jonathan Sweet. “Our event is designed for key influencers and decision-makers throughout the boating industry, so we felt this new award presentation was perfectly suited for our audience and our venue.”

Nominations will be accepted between August 15 – October 1, 2019 and includes the boating safety work of marine industry for-profit organizations conducted between August 15, 2018 – August 18, 2019. Applications are available for download at <http://soberskipper.com/awards>

### **Media Contact**

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“We invite and encourage retailers, manufacturers, media and any other organizations involved in boating safety to submit their best work for consideration,” added Kulp. “Our entire council is very enthusiastic about this effort and we look forward to seeing all the great work being done by industry organizations to promote boating safety.”

**Members of the Sea Tow Foundation’s North American Sober Skipper Advisory Council** include David Connolly, Thomas H. Connolly and Sons; David Dickerson, NMMA; Jim Emmons, Water Sports Foundation; Kevin Falvey, Bonnier/Boating Magazine; Mike Hankins, Crevalle Boats; John Jost, Ken Cook Company; Captain Keith Lake, MarineMax; Dave Marlow, Brunswick Corporation; Captain Frank Stoeber, Regal Boats; Nic Thomas, Freedom Boat Club; Stephanie Vatalaro, RBFF; Annamarie Worrell, Emerald Coast Marine Group. The council’s executive committee includes Kristen Frohnhofer, Sea Tow Services International; Gail R. Kulp and Michael Wesolowski, Sea Tow Foundation; and Wanda Kenton Smith, Kenton Smith Marketing.

For additional information on the Sea Tow Foundation and the Sober Skipper program, please visit [www.soberskipper.com](http://www.soberskipper.com).

### **Sea Tow Foundation**

With a focus on safe boating practices that result in fun on the water, the Sea Tow Foundation – a 501(c)(3) nonprofit organization – was established in 2007 by Sea Tow Founder Capt. Joe Frohnhofer. After his passing in 2015, Captain Joe’s legacy continues as the Foundation brings attention to the number of preventable boating-related accidents, injuries, and deaths, and directly addresses prevention methods through education and awareness. More than 575 life jacket loaner stands are now available across the United States and the Foundation’s Sober Skipper program continues to grow. For more information on the Sea Tow Foundation, please visit [BoatingSafety.com](http://BoatingSafety.com).

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The Sea Tow Foundation and the North American Sober Skipper Advisory Council proudly announce the launch of the “National Boating Industry Safety Awards” with four categories of entry. Deadline Oct 1. For info/application: <http://soberskipper.com/awards>

**MEDIA NOTE:** New National Boating Safety Awards Logo/JPEG Attached

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