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Sea Tow Services International Adds New Director of Marketing

Jennifer D. Waters to Head Company's Marketing Efforts

SOUTHOLD, N.Y. – February 27, 2020 – [Sea Tow Services International](http://SeaTowServicesInternational.com) – the nation's largest on-water assistance fleet for boaters – has announced the hiring of Jennifer D. Waters as the Long Island-based company's Director of Marketing.

In her new role, Waters will oversee the company's marketing and communication efforts as well as manage the Sea Tow brand on both the national and local level. An alumna of the University of Massachusetts, Amherst, Waters brings with her more than 15 years of marketing, communications, branding, and public relations experience.

Prior to Sea Tow, Waters spearheaded marketing communications for brands such as Marvin windows and doors, Zappos, and the Las Vegas Convention and Visitors Authority. Additionally, Waters co-founded Iconic Beauty, a shampoo, conditioner, detangler and serum line specifically developed for women with wigs and extensions to prolong the life of their hair care investment.

Throughout her career, Waters' work has earned her and her clients numerous honors, including the Bronze Quill Award for "Best in Show" for her work on the "What Happens Here, Stays Here" campaign. She has also served on numerous boards, including the International Association of Business Communicators, Pet Awareness and Welfare Services (PAWS), and the Heaven Can Wait Animal Society.

"We are thrilled to add Jennifer to the Sea Tow team," said Joseph Frohnhoefer III, the company's CEO. "Her résumé speaks for itself. She has experienced success at every single level, and I have no doubt she will lead Sea Tow's marketing team to all new heights. In her short time here, she's already established herself as a valuable and positive part of the team. We can't wait to see what's in store."

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About Sea Tow Services International, Inc.

Sea Tow Services International Inc., better known as Sea Tow®, is *Your Road Service at Sea®*. Since 1983, Sea Tow has been the innovative leader of on-water assistance, servicing the United States, Puerto Rico and the U.S. Virgin Islands. Members are provided with a 24/7 direct connection with Coast Guard-licensed captains should they need help. The pioneering concept, founded by Captain Joseph Frohnhoefer, was established in Southold, NY when the United States Coast Guard ceased response to non-emergency assistance calls.

In addition to on-water assistance, the network handles salvage and recovery, and responds to natural disasters, environmental hazards and oil spill cleanups. Sea Tow also promotes boating safety as does the 501(c)3 organization, the Sea Tow Foundation, and its members save on boat insurance through Sea Insure®.

Visit seatow.com to learn more.