



# PRESS RELEASE



## **METSTRade welcomes marine-related charities to apply for DAME 2020 donation**

Applications for the DAME 2020 proceeds are now open for marine-related charities. Each year during the METSTRade Show, the registrations fees collected from the DAME Design Award entries are used to make a contribution to a (non-profit) government approved public charity active in a marine-related field.

Out of all the charities that have applied before April 17th, the METSTRade Exhibition Committee will select a charity to be awarded with the proceeds of the DAME Design Award. Up to this date, the DAME Design Award has raised approximately € 18,000 a year for worthy causes, with the actual amount of the donation depending on the number of registered DAME entries.

### **Giving back to the industry**

The METSTRade Show is all about connecting people in the industry, and helping marine-related charities strengthens the marine community. Sarah Westdijk, Senior Exhibition Manager of the METSTRade Show: "The DAME Design Award is all about innovation. It is the best way for a company to launch a new product and winning the award really boosts international visibility. Helping charities with the DAME proceeds has increased the impact of the DAME Design Award and we are happy to support wonderful initiatives all around the globe."

### **Helping where it matters**

Last year two charities were selected by the METSTRade Exhibition Committee: The Little Optimist Trust and Sailing4handicaps. Both charities received a cheque worth €8.850,-. Greg Bertish, founder of The Little Optimist later wrote: "It is a huge honour. The donation has already been put to full use and have helped build an awesome storage space and little base for our Optimist Sailing Academy." His charity aims to offer hope and inspiration to kids from disadvantaged backgrounds through sailing. Sailing4handicaps makes prosthetic legs for those in remote areas. According to founder Wojtek Czyz, the donations has made a big difference: "We are happy to announce that the DAME proceeds allows us to help up to six people to get a new prosthetic leg."

### **Announcement in June**

The DAME 2020 charity will be announced mid-June. Companies that will exhibit at METSTRade 2020 can enter their new products for the DAME Design Award shortly after. The application deadline for product entries is mid-September. The DAME donation will be offered to the selected charity during the METSTRade Breakfast Briefing, the official opening of the METSTRade Show at the RAI Amsterdam on Tuesday 17 November.

Charities can apply here: [Online application tool for marine-related charities](#)

**About METSTRADE**

METSTRADE is the world's largest trade exhibition for equipment, materials and systems for the international leisure marine industry and is organised by RAI Amsterdam in cooperation with ICOMIA (International Council of Marine Industry Associations). The event's target group includes yacht builders, naval architects, refit yards, distributors, dealers, wholesalers, captains, marina owners and marine equipment manufacturers worldwide. METSTRADE 2020 will take place from 17 to 19 November 2020 in RAI Amsterdam.