



FOR IMMEDIATE RELEASE:

MEDIA CONTACTS AT BOTTOM OF PRESS RELEASE

GURNEY'S RESORTS AND SEA TOW® CREATING WAVES THIS SUMMER

Innovative Collaboration Offers Members and Guests Premium Services on Water and on Land

SOUTHOLD, N.Y. – June 24, 2020 – A unique collaboration between luxury resort and marina operator, [Gurney's Resorts](#) and the leader in on-water assistance, [Sea Tow®](#); offers members and guests exclusive, high-level incentives this summer.

The relationship comes at a time when out-of-the-box collaborations are more important than ever. The mutually beneficial relationship between the two brands not only offers more value to both guests/members but also incentivizes recreational boating and supports the boating industry this season.

In a recent survey to Sea Tow members, almost 50 percent of respondents said the COVID-19 pandemic had caused them to change their non-boating vacation plans this summer, but almost 60 percent said their boating-based vacation plans had not changed at all.

“Our survey told us something we’re already seeing in our job reports, that boaters are still going to boat. The survey reinforced, however, that boaters are going to boat closer to home this summer, because of the pandemic,” said Jennifer Waters, director of marketing at Sea Tow. “We wanted to partner with a brand that values premium-level service as much as we do while at the same time offering our members travel options. 93 percent of Sea Tow members consider boating to be a good social distancing activity and 30 percent are now planning or considering a vacation on/by boat this summer. What better time to announce this collaboration!”

Sea Tow members will receive a 10% discount on transient dockage at [Gurney's Star Island Resort & Marina in Montauk, NY](#), home to the largest marina in the Hamptons, and [Gurney's Newport Resort & Marina in Newport, RI](#). Members also receive 10% off food and beverage at any Gurney's property. A Sea Tow membership must be presented to receive the exclusive discounts.

“Collaborating with a luxury resort like Gurney's is certainly unique to our industry,” said Sea Tow CEO Capt. Joseph Frohnhoefer III. “At Sea Tow, we always want to provide added value to our membership. Aligning with Gurney's does just that. We will look to align with more like-minded brands outside of the boating industry moving forward.”

Guests of Gurney's Resorts each receive a \$25 discount when joining or renewing an annual membership with Sea Tow.

“Our marina guests enjoy spending time out on the water and the concierge level of service that Sea Tow provides,” said Gurney's Resorts Area General Manager Michael Nenner. “This reassures our guests that even when they leave our docks, they can expect the same level of service if they do need to call Sea Tow for assistance.”

Marina guests at Gurney's Resorts receive full access to amenities, wellness activities and other lifestyle programs. Sea Tow members receive access to the Sea Tow [Savings Club](#)[™], a full suite of offers on products and services at the national and local level.

###

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, coined by Captain Joseph Frohnhoefer, was established in Southold, NY 35 years ago when the United States Coast Guard ceased response to non-emergency boating calls.

In addition to on-water assistance, the network handles salvage and recovery missions and responds to natural disasters, environmental hazards and oil spill cleanups. Sea Tow also offers boat insurance through Sea Insure and promotes boating safety, the mission of its 501(c)3 organization, the Sea Tow Foundation. Visit seatow.com to learn more.

About Gurney's Resorts - Gurney's Resorts are luxury, full-service hotels found at premier travel destinations. The waterfront havens provide luxury lodging in Montauk, New York, and Newport, Rhode Island. Born on Montauk's most pristine stretch of oceanfront real estate, the collection now includes Gurney's Montauk Resort & Seawater Spa, Gurney's Newport Resort & Marina and Gurney's Star Island Resort & Marina. All locales feature well-appointed accommodations, elevated dining, sumptuous spas, sparkling pools, expansive grounds and thousands of square feet of indoor and outdoor space for weddings and events. The Residences at Gurney's deliver the most unique ownership opportunity in the Hamptons, offering the experience of oceanfront living coupled with the unmatched amenities of Gurney's Montauk Resort & Seawater Spa. Under ownership led by George Filopoulos and Lloyd Goldman (BLDG Management Co, Inc.), the expanding brand has quickly defined itself as both market leaders and year-round destinations. For more information, please visit www.gurneysresorts.com

MEDIA CONTACTS:

Sea Tow Services International, Inc.
Cindy McCaffery | cindymccaffery@seatow.com
631-488-8849

Commonwealth Public Relations on behalf of Sea Tow
Brian Chandler | brian@commonwealth-pr.com
804-510-0039 ext. 101

Nike Communications on behalf of Gurney's Resorts
Kelly Renz | krenz@nikecomm.com
443-995-3339