



**FOR IMMEDIATE RELEASE:**

*April 16, 2013*

Rachel LaMarre  
Sail America  
401-289-2540  
rlamarre@sailamerica.com

## Dates Set for 2013 International Sailing Summit

Warren, RI— The 12<sup>th</sup> International Sailing Summit (ISS) will take place August 18–21, 2013, at the St. Francis Yacht Club in San Francisco, CA. The event is organized by Sail America—the trade association for the U.S. sailing industry—and will give sailing industry professionals from around the world the opportunity to drive growth in the industry, network with like-minded professionals, and enjoy the thrills and spills of *America's Cup* racing.

“The International Sailing Summit aims to bring the sport and industry together to promote sailing on a global scale,” Alistair Murray, ISS Founder, says. “The event brings together the best in the business and drives positive change through challenging times.”

The ISS brings leaders in the sport of sailing together with marine industry professionals to exchange ideas and close the loop between suppliers and consumers. This year's summit will conveniently take place just before the Louis Vuitton Cup races and will include a number of educational seminars on various topics, including the state of the sailing industry and trends, how to find new markets, and perception marketing. Speakers include Thom Dammrich from NMMA, Iain Murray, Stan Honey, and Tom Ehman from America's Cup Race Management, Frank Savage from Savage Holdings, LLC, and Efreim Zimbalist from Active Media Interest.

“We are excited to be a part of this event,” Peter Durant, Sail America Association Manager, states. “This event will contribute to the growth and success of our member businesses by providing best practice education, information, and networking opportunities for our membership.”

For more information about the 12<sup>th</sup> International Sailing Summit, please visit [www.sailamerica.com](http://www.sailamerica.com)

**ISS**—Since its inception at the '99 World Championships in Geelong, the ISS has become *the* networking event for the sailing industry, cementing itself internationally, with a total of eleven summits taking place around the world, attracting many of sailing's industry and sporting legends.

**Sail America**—Sail America is the trade association for the U.S. sailing industry and plays a vital role for all companies that are involved in providing sailing-related products and services. Established in 1990 by members of the U.S. sailing industry, Sail America now has over 500 members representing all segments of the sailing market. With a professional staff, a dedicated Board of Directors, and a team of volunteers and supporters, Sail America works hard to promote the health and growth of sailing. [www.sailamerica.com](http://www.sailamerica.com)