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## WINDCHECK MAGAZINE ANNOUNCES NEW PUBLISHER

Darien, CT (March 6, 2018) WindCheck Magazine, published by Maritime Publications, LLC of Stratford, CT for the past sixteen years, has been purchased by Cat's Paw, LLC with offices in Darien, CT.

WindCheck publishes 30,000 issues ten times per year and is distributed to over one thousand locations in coastal communities from Barnegat Bay, NJ, through Manhattan, up both sides of Long Island Sound and east to Narragansett Bay, RI and Buzzards Bay, MA. Maritime Publications, owned by Publisher Anne Hannan and Editor-and-Chief Christopher Gill, of Stratford, and Milford CT, respectively, produced their final issue, #171 in February, before starting the transition process to Ben Cesare, resident of Norwalk, CT and co-owner of Cat's Paw, LLC.

"We did not take this decision lightly nor were we simply going to transfer *WindCheck* to just anyone", said Chris Gill. "In Ben we found someone with all of the right passions and experience to help *WindCheck* continue to thrive and grow."

"We are very excited to help Ben take *WindCheck* to the 'next level' and we are not simply sailing off into the 2018 sunset. We are committed to helping Ben and the current *WindCheck* team continue publication of the magazine, as well as transition the management of the Connecticut Spring Boat Show in Essex, CT, as smoothly as possible," said Anne Hannan.

Hannan will assume the role of Associate Publisher and Gill, Editor-at-Large, on the masthead, to ensure that this staple of North East boating news and information carries on.

“I am very excited to lead the team at *WindCheck*” said Cesare. “I am part of the community that Anne and Chris have served so well and I hope we can expand that community to grow the love and appreciation of the incredibly historic and unique coastline enjoyed by the northeast boater and the industry that serves them.”

Ben's experience in entrepreneurship, events, content and innovation began shortly after his college sailing days (All-American, Boston University, 1985) when he and a childhood friend formed a business whose mission was to transform the sport of match race sailing into a professional tour with - then radical - rule and format changes to make it commercially viable.

After moving on to New York City-based sports marketing agencies, Ben's career evolved to senior corporate marketing and sales roles at technology companies where he was operating at the intersection of technology enabled content marketing. He hopes to apply this experience to *WindCheck* so it can continue to serve the Community that *WindCheck* represents.

Ben's sailing passions extend far beyond racing. His mother and father were cruising sailors and lifetime members of Mystic Seaport, from which both he and brother Ed absorbed, among other things, the requisite love/hate relationship with bright work! His love for the water includes anything that makes his wife and son happy! Power cruising, kayaking, day sailing or just messing around the water are things he does more than actual racing.

Along with the Magazine, its digital assets and its far reaching relationships, Maritime Publications, LLC also manages a premiere,

boutique boat show in Essex, CT. The CT Spring Boat Show, scheduled this year for May 4th through 6th, is hosted by Brewer Essex Island Marina and is supported by Essex Boat Works, the Yacht Brokers Association of America and Yachtworld. This year, the show has added a new feature. Supporting charity, SailsUp4Cancer based in Mystic, CT, will benefit from a recommended \$5 “gate” contribution, for attendees thirteen and older, to access the show for all three days. One hundred percent of these proceeds will go to the charity.

“It is an additional privilege to use some of my event management background to work on this show on behalf of the brokerage and nautical services community”, said Cesare. “Essex is one of the most beautiful, bucolic, towns in America, and early May is a perfect time to kick off our season.”

For more information on Maritime Publications, LLC, WindCheck or the CT Spring Boatshow, please visit [www.windcheckmagazine.com](http://www.windcheckmagazine.com), or contact Ben Cesare at [ben@windcheckmagazine.com](mailto:ben@windcheckmagazine.com).