

## **Hammond Marina Wins National Marina Day *Marina of the Year* Award**

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Contact: Wendy Larimer  
Association of Marina Industries  
202/350-9623 [wlarimer@marinaassociation.org](mailto:wlarimer@marinaassociation.org)

Ft. Lauderdale, FL—Hammond Marina of Hammond IN is the recipient of this year's National Marina Day (NMD), Marina of the Year award. The award was announced this evening at the International Marina and Boatyard Conference in Ft. Lauderdale, FL. National Marina Day is managed by the Association of Marina Industries (AMI).

Hammond Marina best exemplified the intent of National Marina Day as a time to celebrate the value of marinas as gateways to our nation's waters, and to recognize the role that marina managers play as stewards of the environment. Marinas across the country choose various ways to celebrate and AMI asks that the local community, especially non-boaters be invited to the event to introduce them to boating and educate them on the value of the marina industry to their communities.

Hammond Marina began its celebration a day early with a live radio broadcast from their facility where local community members were encouraged to come out and mingle with and ask questions to the radio guests—local politicians and dignitaries. The radio broadcast was advertised weeks in advance of the event, and banners announcing National Marina Day were also hung early on light posts throughout the town. The intent was to reach out to the community and invite them to the celebration in unique ways.

The celebration itself included a Mayor's ribbon cutting at Hammond Marinas new Yacht Club, a boater appreciation breakfast, children's games, environmental and safety exhibits, boat displays and rides, a VIP reception, and finally a party complete with fireworks for the community. In addition, Hammond Marina was fully responsible for obtaining a proclamation from the Governor of Indiana and the Mayor of Hammond proclaiming June 12, National Marina Day.

“The deciding factor on choosing Hammond Marina was their creative means to advertise their event and really reach out to the entire community, as well as their initiative in getting proclamations. The events they held ensured that their visitors were introduced to the marina lifestyle and water recreation. Hammond has been a longstanding participant in National Marina Day, recognizing the value of the day to their marina as well as the industry in giving a positive light to what marinas do everyday,” said Wendy Larimer, coordinator of National Marina Day for the Association of Marina Industries.

Susan Tabers, Coordinator of Marketing and Special Events at Hammond Marina commented, “We are honored to receive this award regarding our participation in National Marina Day. Although we promote our marina every day, partaking in National Marina Day gives us the opportunity to showcase our marina throughout the state as well

as locally. With recognition from our Governor and Mayor and participation from our boaters and the public, National Marina Day, 2010 proved to be a great success!