

For Immediate Release: June 2020 Event Announcement

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ANNOUNCING THE 20TH ANNIVERSARY CELEBRATION OF SAILING

\*Use this 'press release' template to create a message for your local media to publicize your Summer Sailstice event.

FOR IMMEDIATE RELEASE

Media Contact: (your name)

Email: (your email address)

Phone: (your phone number)

XXX Sailing Club/Assoc./School/Fleet PARTICIPATES IN 20TH ANNUAL GLOBAL SAILING EVENT ON JUNE 20th, 2020.

XXX Sailing Club/Association/School/Fleet is participating in the 20th Anniversary Celebration of Sailing to \*Tell the media why are you participating? - To connect members with the global celebration for a fun event? - To invite the public to join sailing? - To raise funds for Sailors for the Sea? To increase awareness of sailing? For all of the above? Other?

Your Hometown, State, Event Date: – As part of the 20th annual worldwide Summer Sailstice the XXX Sailing Club/Association/School/Fleet will be sailing 'together' with sailors everywhere, on the weekend of June 20th, 2020 - the weekend closest to the summer solstice. The XXX Sailing Club/Association/School/Fleet will celebrate by hosting a (race, cruise, rendezvous, open house, work party, party/party), inviting current and prospective sailors down to the docks to get on the water under sail, or to contribute by demonstrating the best of the sailing world.

This year Summer Sailstice celebrates its 20th anniversary — 20 consecutive years of worldwide sailing celebrations. Summer Sailstice invites sailors to hoist their sails wherever they are and aboard whatever they sail to showcase the “who, what, where, why and how” of sailing. One weekend in the life of sailing, and a lifetime of sailing in one weekend. Summer Sailstice is the time for all sailors of all sailing styles to celebrate 'together'.

Participation is free at www.summersailstice.com. Everyone participating in Summer Sailstice helps support sailing locally, while connecting with the global sailing community. Participants create Sailstice events, recruit crew, invite others, post stories and learn about other Sailstice events being organized in their area. Every registered participant is automatically entered in the draw to win from hundreds of prizes contributed by sailing businesses and organizations such as North Sails, Mariners Insurance, ASA, Offshore Sailing, US Sailing, Jeanneau, Team McLube, NauticEd and many more.

Summer Sailstice supports ocean conservancy and actively supports organizations such as Sailors For The Sea. When signing up for Summer Sailstice, participants can join Sailors for the Sea in their mission to secure a better future for the world's oceans.

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SUMMER SAILSTICE EVENT DETAILS

**Who:** Sailors and non-sailors worldwide

**When:** June 20, 2020

**Where:** Global (wherever there is wind, water and sails)

**How:** Sailors register for free at <https://www.summersailstice.com> to declare their participation, invite others to join their event, and gain a chance to win prizes donated by sailing industry partners.

### **About Summer Sailstice**

Summer Sailstice is the global sailing holiday celebrated on the weekend closest to the summer solstice. This international event was founded in 2001 to connect the global sailing community in a fun, creative, multifaceted, multi-location sailing celebration. Every year Summer Sailstice connects more than 20,000 sailors all over the world - cruisers, racers and recreational, to celebrate and showcase life under sail. The event has expanded to include participants from Asia, the Americas and Europe.

To learn more visit [www.summersailstice.com](http://www.summersailstice.com) or contact [nicki@summersailstice.com](mailto:nicki@summersailstice.com).