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**WEST MARINE OPENS ITS LARGEST STORE IN NEW ENGLAND
IN MIDDLETOWN, RI**

*Grand Opening, Thursday, June 10 - Sunday, June 13
Cruising For A Cause Charity Benefit, Thursday, June 10, 2010
Ribbon Cutting Ceremony with Kenny Read, Skipper of Puma Ocean Racing
June 10, 2010*

Grand Opening:

West Marine, the nation's favorite specialty retailer of boating supplies and accessories, will host a Grand Opening celebration for its Newport County Flagship Store at 379 West Main Road on Thursday, June 10. This will be the biggest West Marine Store in New England, featuring the largest marine electronics display in New England. Customers can test over 150 live marine network displays, fishfinders and VHF radios from Garmin, Raymarine, ICOM, Lowrance, Hummingbird, Northstar, Standard Horizon, Uniden and more.

At 23,000 square feet, the Newport County Store will have more sail hardware, anchor, docking, electrical, plumbing and maintenance products than any West Marine store in the country in addition to having one of the most extensive inventories of apparel, ropes and safety products. West Marine's goal is to provide boaters with the biggest and broadest selection of boating, fishing and marine equipment so that enthusiasts can get everything they need in a one-stop-shop.

There will be a ribbon cutting ceremony on Thursday, June 10 at 6 p.m. with Kenny Read, PUMA Ocean Racing skipper.

In-Store Events:

A private media luncheon and Store tour will be held with West Marine Executives on Thursday, June 10 from noon until 1 p.m. to familiarize members of the press with West Marine's newest store. Later that evening, the *Cruising For a Cause* Party will begin at 6 p.m. to benefit Rhode Island non-profit boating organizations.

Additional free, family-friendly, in-store activities include:

- All weekend visitors can take the **Power Boat Docking Challenge**, designed to showcase their talented docking skills by maneuvering a 4ft., twin engine, remote-controlled boat down the 20 ft. tank to the marina (Thursday – Sunday).
- Throughout the event, West Marine will be encouraging local participants to enter its first annual "**Green Product of the Year**" award contest. West Marine will award one prize of \$10,000 to the designated Official Winner (void where prohibited by law).
- **There will be more chances to win** over the weekend as special in store **one-time deals** and **valuable prizes** will be raffled off to lucky participating visitors.

When:

Media Luncheon and Store tour with Executives:

Thursday June 10, 12 noon – 1 p.m. (Briefing to begin at 12 noon sharp, followed by Store tour)

Cruising For A Cause Event:

Thursday, June 10, 6 p.m. – 9 p.m.

In-Store Events:

Grand Opening Events - Thursday June 10 through Sunday June 13, 8 a.m. – 8 p.m.

Ribbon Cutting Ceremony – Thursday June 10 at 6 p.m. with Kenny Read, Puma Ocean Racing Skipper

Onne van der Wal Autographed Poster Giveaway - Thursday June 10, 7:00 to 7:30 p.m.

Where: **West Marine Flagship Store**
379 West Main Road
Middletown, RI 02842
401-841-9880

Why: To provide Newport County boaters with the broadest and best selection of boating supplies, accessories and apparel.

Media Contacts: Paul Fleming (401) 241-5648 or Laurie Fried (831) 761-6944

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