



EMERALD COAST  
**MARINE**  
— GROUP —

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## **Emerald Coast Marine Wins Prestigious “National Boating Industry Safety Award”**

**January 25, 2022, Niceville, FL** – Emerald Coast Marine was one of six marine industry organizations recently recognized by the Sea Tow Foundation for its exceptional boating safety campaigns and initiatives in 2021. The dealership won the prestigious **“National Boating Industry Safety Award”** for the ‘Retailer with One to Three Locations’ category, presented at the Marine Retailers Association of America’s national conference in Austin, TX.

“The Emerald Coast Marine Group scored the *highest overall points* in this year’s competition,” said Sea Tow Foundation Executive Director Gail R. Kulp. “Emerald Coast Marine created an integrated campaign including an extensive social media initiative featuring a mix of online boating education resources, along with a new series of boating safety videos produced internally that show it is possible to accomplish a lot with limited resources. In addition, the dealership underwrites the cost and promotes in-person boating safety classes in partnership with the USCG Auxiliary, along with promoting boating safety in its monthly newsletter. They also promoted National Boating Safety Week with a custom video featuring every member of the dealership team wearing life jackets.”

Added Emerald Coast Marine’s Shawn Talpey, “Our entire team is very honored to have received this distinguished award for our boating safety efforts. Our team has always placed a strong emphasis on boating safety, and we invest in boater education to keep our boaters safe and confident while operating on the waterways.”

The dealership has ongoing boating safety programs slated for 2022 including seven months of seasonal boating safety training programs held in conjunction

with the U.S. Coast Guard Auxiliary; a dedicated on-site boating safety event including vessel checks with the auxiliary in March; ladies boating events/classes; plus a continued emphasis on boating safety via live seminars, social media and video messaging.

“Boating safety isn’t really something we *do* ... it is part of our culture,” said Talpey. “We look for every opportunity to educate and promote boating safety through all of our customer and outreach initiatives.”

**ABOUT EMERALD COAST MARINE:** Emerald Coast Marine is headquartered in Niceville, FL with a second location in Orange Beach, AL at The Wharf. The dealership services the entire NW Gulf Coast market and offers turnkey boating services. For more information, visit [www.EmeraldCoastMarine.com](http://www.EmeraldCoastMarine.com)

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**SOCIAL MEDIA POST/PHOTO:**

Emerald Coast Marine won the *National Boating Industry Safety Award* for its integrated boating safety campaign, scoring the highest points in the national competition sponsored by the Sea Tow Foundation,