



ANNUAL
DO IT YOURSELFIE SWEEPSTAKES

Enter to win a \$100 West Marine gift card.  

Media Contact:

Margo Donohue
press@westmarine.com
917.679.6945

West Marine Launches “Do It YourSelfie” Sweepstakes

Social media contest awards five \$100 West Marine gift cards to spring prep photos

Watsonville, CA, March 8, 2016 – West Marine, the world’s premiere waterlife retailer, has officially launched its “Do It YourSelfie” social media contest this month. Now through March 29, West Marine is spearheading a shout-out to boaters throughout the U.S. who are getting their boats ready for the 2016 season by tackling DIY boat projects.

West Marine’s photo contest judges are looking for selfies taken while they’re tackling that leaky head, scrubbing their bottom paint, installing new electronics, or basically engaged in any DIY-related boat project imaginable. Be sure you’re in the photo, and caption it with DIY tips or why you’re looking for help from West Marine to complete your DIY project.

West Marine’s Spring Prep Headquarters

DIYers looking for advice and inspiration can turn to West Marine’s Spring Prep Headquarters at westmarine.com/spring-prep. The online center includes tips and guides for several of the most popular boating projects, including bottom painting and hull repair, topside care and teak varnishing. In-depth features examine issues like the importance of selecting the right anode to prevent galvanic corrosion and how to estimate how much paint you’ll need to paint your boat.

Do-It-YourSelfie Contest Rules: To enter, post your photos through Instagram or Facebook, [facebook.com/westmarine](https://www.facebook.com/westmarine). Each week during the contest period, we’ll select a winning photo, and the chosen entrant will receive a \$100 West Marine gift card that can be used to outfit their boat, a friend’s boat or even themselves from our wide selection of men’s and women’s apparel, footwear and accessories.

Contest Dates: Photo entries can be submitted between now and Tuesday, March 29. All five gift card winners will be announced Thursday, March 31.

Entry Process: Photos can be submitted through Instagram or Facebook. To enter on Facebook, post pictures to <http://www.facebook.com/westmarine> with the hashtags **#diyselfie** and **#westmarine**. To enter on Instagram, tag uploaded photos to WestMarineInc, with hashtags **#diyselfie** and **#westmarine**.

Judging Criteria: Judges are looking for photos of people working on boats. (Note: The boat in the photo doesn't need to be owned by the entrant, but the entrant should have rights to the submitted photos entered in the contest.)

Winner Notification: Winners will be contacted via the social media channel the photo was submitted to. Electronic gift card will be sent by email.

For more information, visit westmarine.com/diyselfie.

About West Marine

Each person has a unique connection to the water. At West Marine (westmarine.com, NASDAQ: WMAR), our knowledge, enthusiasm and products prepare waterlife adventurers to foster that connection and explore their passions. With more than 260 stores located in 38 states and Puerto Rico and an eCommerce website reaching domestic, international and professional customers, West Marine is recognized as a leading Waterlife Outfitter for cruisers, sailors, anglers and paddlesports enthusiasts. Since first opening our doors in 1968, West Marine associates continue to share the same love for the water as our customers and provide helpful advice on the gear and gadgets they need to be safe and have fun.

###