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## **West Marine named title sponsor of 2016 Northwest Salmon Derby Series**

### **West Marine takes title sponsorship role to promote recreational salmon fishing in the Northwest**

SEATTLE – The Northwest Marine Trade Association (NMTA) is proud to announce that West Marine will be the title sponsor of the 2016 Northwest Salmon Derby Series.

The 13<sup>th</sup> annual Northwest Salmon Derby Series, produced by the NMTA, partners with 14 independent fishing tournaments to help promote its events and increase participation at each event. NMTA expects 7,000 anglers to fish in the 2016 Series.

“West Marine is excited to offer its support behind NMTA’s Northwest Salmon Derby Series,” says Zack Eckert, West Marine Fishing Category Manager. “The sponsorship aligns perfectly with West Marine’s emphasis on fishing, and so we felt putting our name behind the Series made good sense for both parties. NMTA runs a professional, well organized event, and we are pleased to partner with them and help make this year’s Salmon Derby Series the best yet.”

The series began in 2004 partnering with six tournaments and has grown to include 14 events in 2016, including a derby that’s new to the Series in Coeur d’Alene, ID.

Since 2004, the Series has awarded a grand prize fishing boat package in an annual raffle drawing of all participating anglers registered in any of the derbies. In its 13-year existence, the Northwest Salmon Derby Series has awarded 16 boat, motor and trailer packages. This year’s grand prize boat is a fully rigged 22’ Hewescraft OceanPro powered with a 225-horsepower Mercury Verado outboard and 9.9 trolling motor on an EZ Loader Trailer, complete with Lowrance electronics, Scotty downriggers and a Dual Electronics stereo system. The boat is valued at \$85,000.

“Since 2004, the goal of the Series has always been to promote recreational fishing using NMTA’s experience in promotion and advertising. West Marine will be a fabulous partner to help us take our promotions to a new level,” says Tony Floor, NMTA’s Director of Fishing Affairs and lead organizer of the Derby Series.

The 2016 Series gets underway Jan. 21-23 on San Juan Island with the Roche Harbor Salmon Classic, Jan. 21-23, where anglers will be competing for \$25,000 in cash prizes for the largest Chinook salmon. The 2016 grand prize boat will be on display in the West Marine – Northwest Salmon Derby Series display at the 2016 Seattle Boat Show, Jan. 29-Feb. 6 at CenturyLink Field Event Center.

“I am excited to see West Marine get behind northwest salmon fishing in a big way. Salmon anglers are some of the most passionate boaters and West Marine will help NMTA create more of these anglers and encourage more anglers to fish more often,” says NMTA President George Harris.

For more information about the Derby Series, visit [www.NorthwestSalmonDerbySeries.com](http://www.NorthwestSalmonDerbySeries.com).

### **Producer: Northwest Marine Trade Association**

The NMTA represents more than 700 companies in the recreational boating industry including boat dealers, boat brokers, marinas, boatyards, boat and boating accessory manufacturers, retailers and

suppliers of boating accessories and services. For more information on NMTA, please visit our website at [www.nmta.net](http://www.nmta.net).

**About West Marine**

Founded by a sailor 1968, West Marine Inc. has grown to become the largest omni-channel specialty retailer exclusively offering boating gear, apparel and footwear, and other waterlife-related products to everyone who enjoys recreational time on or around the water. With more than 260 stores located in 38 states, Puerto Rico and Canada and an eCommerce website reaching domestic and international customers, West Marine is recognized as the dominant waterlife outfitter for cruisers, sailors, anglers and paddlesports enthusiasts. West Marine has everything you need for your life on the water. For more information about West Marine, its products and store locations, visit [westmarine.com](http://westmarine.com) or call 1-800-BOATING (1-800-262-8464). West Marine's stock is traded on NASDAQ under the symbol WMAR.

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