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West Marine's Aventura Store Announces "Cruising for a Cause" Charity Night Event on St. Patty's Day

Festivities for grand opening celebration include food and refreshments, live music, raffles and fashion show to benefit local nonprofits

Watsonville, CA, March 7, 2016 – West Marine, the world's premier Waterlife Outfitter, is thrilled to kick off the grand opening of its brand-new — and larger — Aventura, Florida location St. Patrick's Day, Thursday, March 17, from 5-8 p.m.

The fun and festive St. Patty's Day-themed grand opening celebration will feature a "parking lot" boat show, food trucks and refreshments, live music from local favorite Kevin Hurley, a fashion show showcasing new 2016 apparel, footwear and accessory brands, and West Marine's popular "Cruising for a Cause" charity night event.

The new store is located at 17641 Biscayne Blvd. in Aventura. West Marine's Cruising for a Cause charity night will be open to the public from 5-8 p.m. March 17. The official ribbon-cutting ceremony will take place at 5:15 p.m., followed by a West Marine fashion show at 6:30 p.m. All West Marine store associates will be outfitted for the evening in the latest men's and women's apparel and accessories, and the fashion show will highlight West Marine's new and legacy brands.

Cruising for a Cause attendees will be able to purchase raffle tickets on site at the event, entering them to win one of several great prize packages, all donated by West Marine vendors: Navico, YETI, Igloo, Star brite, SPOT, Maui Jim, Kwik Tech and Guardian Scuba.

Tickets for Cruising for a Cause can be purchased in the Aventura store in advance of the event or at the door for \$10. The ticket price includes two drink and two food tickets. All money collected from ticket and raffle sales will be donated to local, pre-selected nonprofit organizations participating in the event.

Charities participating in the evening's fundraising festivities include:

- Snook and Gamefish Foundation
- Veterans Ocean Adventures
- Operation WetVet
- Pelican Harbor Seabird Station
- The Billfish Foundation
- Islander Watersports
- Miami Sportsfish Tournament

Cruising for a Cause will be emceed by Paul Castronovo, star of the “Paul and Young Ron Show,” a staple in South Florida for the last 25 years and the longest running radio show in the region’s history. Castronovo also happens to be an avid angler and diver and will emcee the evening’s fashion show.

Castronovo will be onsite in the Aventura store March 17 from 5-7 p.m.

The new, 15,000-square-foot West Marine store is home to thousands of SKUs and is designed to appeal to the local offshore fishing, sailing and cruising communities, as well as those who enjoy paddlesports and simply spending time on and around the water.

For more information, contact West Marine’s Aventura store at 305-356-2500.

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.

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