



# SUPERYACHT Aid Coalition



For Immediate Release

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## SuperYacht Aid Coalition—A United Approach to the Caribbean Crisis *YachtAid Global Coalesces Superyacht Industry's Hurricane Relief Efforts*

Click to Give: [www.yachtaidglobal.org](http://www.yachtaidglobal.org)



### AN UNPRECEDENTED HUMANITARIAN CRISIS IN THE CARIBBEAN

**5 October 2017, Antibes, France & Encinitas, California USA:** SuperYacht Aid Coalition (SAC)—comprised of a fleet of superyachts, businesses, and yacht support services to provide much needed relief and supplies to hurricane ravaged islands in the Caribbean—has deployed YachtAid Global (YAG) to use its proven logistical skill to fulfill the superyacht industry's response to Hurricanes Irma and Maria.

“During the Monaco Yacht Show, a work group consisting of many important industry groups gathered together to organize a comprehensive response to the unfathomable Caribbean disaster which has so severely impacted many islands which have hosted and fostered our industry and businesses for many decades,” says Norma Trease, founding member of SAC. “New interest and financial support increases each day. During MYS, the following organizations showed their support by giving time, expertise and financial aid: MYBA, IYBA, LYBRA, BWA/ARK, PYA, AYSS, ACREW, ISS and many yacht support services companies such as YachtNeeds, Freedom Maritime, Riviera Yacht Support, Melita Marine, National Marine, and several yachts,” she adds.

The role of SuperYacht Aid Coalition is to marshal the resources of as many yachting partners and individuals as possible, specifically:

- An urgent global CALL TO ACTION
- Provide PR and communication
- Lead FUND RAISING

“The contributions and assistance coming from the yachting industry in response to Hurricanes Irma and Maria are unprecedented,” says Mark Drewelow, YAG’s founder. “By managing SuperYacht Aid Coalition under YAG’s proven logistical dexterity, we are able to harness these efforts. We believe the response of our owners and industry is capable of being as unprecedented as the events themselves.” Founded in 2006, YachtAid Global is a generous group of individuals including superyacht owners, captains, crew and industry professionals who voluntarily help communities in need of assistance the world over.

In addition to organizing and deploying resources to the Caribbean, YAG is also involved in communication, public relations, and fundraising for SuperYacht Aid Coalition.

“Of utmost importance is the creation of a sole source ‘click to give’ instrument capable of both receiving crowd-funding while also providing a fundraising platform for individual yachts, crew and businesses,” says Tim Forderer, managing director. “Today, we have re-launched [www.yachtaidglobal.org](http://www.yachtaidglobal.org). It’s simple to use, donate and create custom stakeholder funding campaigns.”

Fiona Maureso, MYBA President, comments, “This is a unique opportunity to channel the compassion of yacht owners and all those who work in our industry, supporting these amazing places, helping restore their basic infrastructure and enabling them to rebuild their lives and their economies. SAC is determined to harness participation from every facet of the yachting business: owners, crew, businesses and resource providers alike. Along with YAG, we also commit to providing updates to our industry as progress is made.”

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For image and interview requests and additional media information, please contact Amy Halsted of The Halsted Agency, [amyhalsted@gmail.com](mailto:amyhalsted@gmail.com), +1 207.432.7239

### **About Yacht Aid Global**

[YachtAid Global](http://YachtAidGlobal.org) orchestrates the delivery of disaster relief, development and conservation aid to coastal communities and is dedicated to deploying yachts to deliver humanitarian aid to isolated as well as under-privileged coastal communities worldwide. YachtAid Global utilizes a network of volunteers: those who coordinate logistics; yacht owners and donors who purchase supplies; and, yacht owners and yacht crew who transport lifesaving supplies in serious times of need. In times of natural disasters, YachtAid Global mobilizes and shifts resources quickly to provide disaster relief in ways that others have not explored. SuperYacht Aid Coalition is the unifying brand representing YachtAid Global. The organization was founded in 2006 and is a registered nonprofit providing tax benefits to donors.

### **About SuperYacht Aid Coalition**

The mission of SuperYacht Aid Coalition (SAC) is to marshal the resources of superyachting by developing an extensive network that unifies yacht owners, yacht crew, logistics volunteers and donors who purchase and/or deliver developmental and disaster relief aid to affected coastal communities. SAC is an all-volunteer, charitable organization. [SAC@yachtaidglobal.org](mailto:SAC@yachtaidglobal.org)