



**FOR IMMEDIATE RELEASE**  
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**MEDIA ALERT & CALENDAR LISTING**

***The International SeaKeepers Society is the charity of choice for Miami International Boat Show/Yachts Miami Beach event hosted by Claudia Potamkin and Captain Sandra Yawn with support from UK Trade & Investment and BritWeek.***

Miami, Florida – On February 13<sup>th</sup>, 2016, Claudia Potamkin and Captain Sandra Yawn will be hosting a VIP event at Sunset Harbor Yacht Club during the Miami International Boat Show/Yachts Miami Beach 2016. The evening will consist of cocktails, hors d'oeuvres, and live music as Potamkin and Yawn announce the production of an innovative new brand of motor yachts. Show Management, UK Trade & Investment and BritWeek are key supporters of the event.

Captain Sandra Yawn's twenty-five years of experience as a mega yacht captain along with Claudia Potamkin's thirty years of yacht ownership, bring superior knowledge and skills to the project, which forges a bond between technological excellence, luxury features, and ease of ownership. Features on the new build will enable the crafts to become part of The International SeaKeepers Society's DISCOVERY Yacht Fleet and expand ocean research and education.

Through the use of their yacht D/Y *Defiance*, Potamkin and Yawn have been supporting the educational and outreach components of the SeaKeepers DISCOVERY Yachts Program since 2014. Educational trips onboard D/Y *Defiance* have included coral reef studies with youth filmmakers to drifter deployments with Bahamian school children to marine plastic pollution education with the Boys and Girls Clubs of Newport. Potamkin and Yawn plan to expand their marine education efforts through the use of their own vessel and production of their innovative new series of motor yachts. The next DISCOVERY Yacht trip aboard *Defiance* is planned for the end of February and will involve a hands-on lesson on plankton and jellyfish with marine science teachers from Florida schools.

VIP guests from all over the world will attend as UK Trade & Investment and BritWeek celebrate collaboration between the British and U.S. marine industries and raise awareness for the UK's global commitment to marine conservation. There has already been the protection of nearly 100,000 square miles of territorial waters including the designation of Ascension Island marine reserve and 23 new UK marine conservation areas in 2016 alone. British street artist Inkie will have a SeaKeeper Drifter on display highlighting the efforts to collect data from instrument deployments from yachts through the SeaKeeper Drifter Program.

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Richard Snow - President & CEO

**About The International SeaKeepers Society®** The International SeaKeepers Society is a not-for-profit 501(c)(3) organization focusing on the health of the world's oceans and climate. SeaKeepers works with the boating and yachting community to take advantage of their unique potential in order to further marine research and to raise awareness about the issues our oceans face. The International SeaKeepers Society acts as a global catalyst working with governments, scientists, industry, and other marine organizations to further its mission and to support sensible, achievable marine protection and restoration. **For more information visit [www.seakeepers.org](http://www.seakeepers.org)**

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