

# COASTAL SAILING



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## **For Immediate Release**

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### **Announcing the Launch of CoastalSailing.net, an Online Resource Dedicated to the Joy of Sailing**

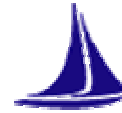
MAHWAH, NEW JERSEY (April 19, 2005): White Seahorse, Inc. has announced the launch of CoastalSailing.net, a free online resource dedicated to the sheer joy of sailing in whatever form it takes, including day sailing, racing, and cruising. The website provides monthly feature articles on topics of importance to all sailors, information on local cruising destinations and stories. It also provides access to racing news and results as well as major yachting events. It is the first website to cohesively address all sailing activities and provide easy access to local resources.

“As we continue to build content, we will always emphasize the joy of sailing. CoastalSailing.com will soon be recognized as a primary resource providing practical information relevant to those venturing out on their first sail as well as noteworthy information for seasoned veterans,” explained Daria Blackwell, President of White Seahorse Inc and Chief Content Officer for CoastalSailing.net. “We hope to create a community – a virtual sailor’s net – where those who know what it means to be out there ignite the passion and share experience with those who dream to be out there, too. The more people we get involved, the more likely our sport is to thrive. We invite local clubs and other establishments to send us their news, including race announcements and results, lectures, and events. We intend to publish all appropriate content. CoastSailing.net will serve as an outlet for qualified organizations that either do not currently have online capabilities, or would like their information disseminated to a wider audience.”

The provided sailing resources include in-depth articles on seamanship topics, lists and reviews of books on local coastal cruising destinations, movie reviews, quarterly magazine synopses, restaurant lists, and useful website links. CoastalSailing.net will also provide overviews of products that have been tested by the staff and proven to be superior, innovative, or just plain exceptional for boating applications.

“Every one of us has gone through an experience from which we’ve learned a lot, whether it’s a safety, performance, seamanship, or product experience,” recounts Alex Blackwell, Executive Vice President in charge of Development for CoastalSailing.net as well as designer and webmaster for the website. “We see a need to publish these experiences as a repository for all to share. I can’t tell you how frustrating it has been to find information about such simple things that every sailor needs. The web is a perfect medium for unlimited storage and access. CoastalSailing.net will provide that resource.”

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“CoastalSailing.net is meant for the sailor who is passionate about getting out on their boat and seizing every moment in his or her own local waters,” emphasizes Ms. Blackwell. “The website is not targeted at the live-aboard who is planning a circumnavigation.” “CoastalSailing.net will also tackle issues of importance to the environment in which we sail, and provide access to environmentally active non-profit groups to educate the sailing community,” adds Mr. Blackwell. “There are aspects of sailing that bind us all together, whether we are primarily racers or primarily cruisers. That’s our emphasis.”

The idea originated when Alex and Daria were called upon continually to answer questions from friends about “how to manage things” like anchoring overnight, finding out about racing events, and learning about destinations to visit. Their experience as webmasters of the celebrated American Yacht Club website, caused them to expand their thinking to provide the sailing community at large with a broader web resource.

## **About White Seahorse, Inc.**

White Seahorse, Inc. ([www.whiteseahorse.com](http://www.whiteseahorse.com)) is a privately-held company dedicated to developing resources and products for the coastal environment, both land and sea. Products developed by the company include the online resource CoastalSailing.net, the Coastal Sailing Logbook, “*Joy of Coastal Sailing*” (estimated publication date 2006), “*The Oyster Cookbook*” and other print-on-demand publications and publication services. White Seahorse, Inc. is also a reseller of select product lines featured on Coastal-Sailing.net.

Although initially concentrating on northeast coastal waters, plans for CoastalSailing.net include expansion across the entire North American and European continents, facilitating shared content while customizing for local needs. A Coastal Sailing Club (CSC) is also planned. Members will be provided with preferred benefits including discounts for merchandise and services of local merchants. Anyone interested in advertising or franchise opportunities should contact Daria or Alex Blackwell at 201-512-1700 or visit the website at [www.coastalsailing.net](http://www.coastalsailing.net). Articles and photographs can be submitted for consideration electronically via an upload page on the website.

Daria and Alex Blackwell are experienced sailors, with a total of more than 70 years’ of sailing between them (and they are not that old). They have owned a succession of boats, as most boaters’ do, graduating to their current passion, *s/v Aleria*, a Bowman 57 cutter-rigged ketch built in England in 1976. Both Daria and Alex have significant corporate management and marketing experience: Daria as former President of Bozell Global Healthcare and Dugan/Farley Communications, major advertising agencies focused on healthcare, Alex as partner and VP of Starnet Media Group ([www.starnet-media.com](http://www.starnet-media.com)), a marketing and media production company based in Allendale, New Jersey. Alex and Daria are members of American Yacht Club, and developed the website, [www.americanyc.com](http://www.americanyc.com), recognized as one of the top yacht club websites in the world, which generates more than 25,000 unique and qualified visits every month in its third year after launch.