

# COASTAL SAILING



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For Immediate Release

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## **CoastalSailing.net announces founding sponsorship from Doyle Ploch Sailmakers to help get more people out sailing!**

Mahwah, NJ (October 3, 2005): White Seahorse, Inc, creator of [www.CoastalSailing.net](http://www.CoastalSailing.net), the highly informative online resource for the sailing community, announced today that Doyle Ploch Sailmakers of St. Petersburg, Florida and City Island, New York have struck an agreement for a founding sponsorship involving website-wide advertising.

Mark Ploch, renowned *M&Ms* sailor and owner of Doyle Ploch of St. Petersburg and City Island, remarked, "This was a one-of-a-kind opportunity to be in on the ground floor of what we think is an idea that fits an unmet need in the market – a resource for sailors, period: Not just racers, Not just cruisers, Sailors. We want to help get more people into sailing, as well as inspire those already sailing to get out there more than they have been. This is critical for our sport and we are glad to support this important mission."

"We are very pleased to have Doyle Ploch Sailmakers as our esteemed partners as we generate momentum for [www.CoastalSailing.net](http://www.CoastalSailing.net) and for the sailing community as a whole," said Alex Blackwell, Executive Vice President for Marketing & Sales. "We have had positive feedback from numerous sources already, among which are representatives of Seven Seas Cruising Association, US Sailing, and JSA. It's very exciting to welcome Doyle Ploch Sailmakers to our community."

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In a unique arrangement, companies that advertise on [www.CoastalSailing.net](http://www.CoastalSailing.net) also receive a full webpage that can be customized and updated remotely by the advertiser at their discretion, and as often as they like. This is a valuable added benefit allowing each manufacturer to provide additional information beyond what fits in a banner, upload current promotions, and direct visitors to a primary website, all included in their banner advertising budget.

“We are preparing to embark on a targeted marketing and promotion campaign to tell the sailing community what we already have and what is in the works, so Doyle Ploch’s timing couldn’t be better,” said Daria Blackwell, President. “Our editorial volume has been growing very rapidly, as has the interest in the resource. We know we are providing a particularly valuable service to sailors who are transitioning from day sailing to coastal sailing, whether cruising or racing. We look forward to helping our sponsors grow along with our sport!”

## **About Doyle Ploch Sailmakers**

St Petersburg, FL & City Island, NY

Wherever there are sailors, there are winners. And wherever there are winners, there are Doyle sails. Doyle makes the fastest, toughest sails on the planet, PERIOD. What this means for you is that whether you're racing or cruising, you'll get the best sails available for your type of sailing. But, it's not just about trophies or high tech sail cloth. At Doyle Ploch, it's about you. It's about meeting your needs. It's about giving you more than you ask for, but not selling you more than you need. Give us a call; we're ready to talk sails. Our staff is among the most experienced sailmakers the east coast has to offer.

The Doyle StackPack System is a complete Mainsail handling system. It is comprised of a full batten Mainsail, integral sail cover and Lazy Jacks. The Mainsail is built to strict Doyle specifications, including features such as large Radial corner and reef patches, and webbed on slides for maximum strength. When the Doyle StackPack Mainsail is raised, the patented Integral Membrane keeps the cover tight to maintain the sail's aerodynamics. When the sail is lowered, the StackPack automatically opens to accept the sail, you then, simply zip the StackPack closed and the sail is neatly put away, No More Sail Ties! The DOYLE STACK PACK together with the Strong Track System, makes up the most dependable and simple mainsail handling system available on the market. This is why the StackPack has been chosen for the Moorings worldwide charter fleet and others as well.

*See us at Strictly Sail St. Pete November 3-6, 2005 and visit <http://www.doyleplochsails.com>*

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## About CoastalSailing.net

CoastalSailing.net is dedicated to the joy of sailing. It is an online community resource created and maintained by White Seahorse, Inc. It's for the day sailor who snatches a lovely afternoon, for the cruiser who drops anchor in a secluded cove, for the racer who loves to get the adrenaline going, and for the coastal resident who'd like to learn more about it. Moreover, it is an invaluable resources to those transitioning from day sailing to coastal sailing, whether racing or cruising.

It's for all those people who want to get out there, find out what's happening, always learn something new, and join a community of individuals who share their passion for the sea, and the power and majesty of the wind.

The mission of CoastalSailing.net is to provide the best all around experience for sailors who would like a local resource guide that covers destinations, services, events, local news, including race results, and seamanship skills. Its intention is not to prepare people for the great offshore experience: there are plenty of resources out there for that. CoastalSailing.net is for all of the rest of us who may dream about a big adventure yet find ourselves perfectly content, if not driven, to experience the waters in our own territory to the fullest. It is for all of us who know that in sailing there is always something more to learn to and to share with those just getting started or moving up. If CoastalSailing.net can get one more person out there every week, that will be a reward worth having! "Each one, tell one."

For the full experience, visit [www.coastalsailing.net](http://www.coastalsailing.net).