



Katie Kelly  
Sail America  
(401) 289-2540  
kkelly@sailamerica.com

**FOR IMMEDIATE RELEASE**

**SAIL AMERICA ANNOUNCES B&G IS TITLE SPONSOR FOR INDUSTRY CONFERENCE**

*Event to be held March 6-8, 2019 in Horseshoe Bay, Texas*

**Warren, RI:** Sail America is honored to announce that B&G has been named as the title sponsor for the 2019 edition of its biennial industry conference.

“We are proud to once again have B&G be the title sponsor of the Sail America Industry Conference,” said Leif Ottosson, CEO, Navico. “With members representing all facets of sailing in the United States, Sail America is able to deliver a unified voice on behalf of the industry. It is B&G’s honor to be part of this organization.”

The Sail America Industry Conference presented by B&G will be held March 6-8, 2019 at the Horseshoe Bay Resort in Horseshoe Bay, Texas. This three-day event is specifically geared toward sailing industry professionals and will feature professional seminars, panel discussions and networking events. The conference brings industry leaders together to identify, address and resolve some of the many challenges in running our businesses every day.

To learn more about the conference, visit [www.SailAmerica.com](http://www.SailAmerica.com).

**About Sail America:**

Sail America is the trade association for the U.S. sailing industry and plays a vital role for all companies that are involved in providing sailing-related products and services. Sail America provides much-needed leadership and a unified voice for the sailing industry. Established in 1990 by members of the sailing industry, Sail America now has over 200 members representing all segments of the sailing market. Sail America's mission is to promote the health and growth of SAILING.

**About B&G:** The B&G brand is all about passion for sailing — totally dedicated to the needs of sailors, whether cruisers, racers or professionals, it is wholly owned by Navico, AS. Navico is currently the world’s largest marine electronics company and produces products under leading marine electronics brands: Lowrance, Simrad and B&G. Navico has approximately 1,500 employees globally and distribution in more than 100 countries worldwide. [www.navico.com](http://www.navico.com)

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