marine advertising agency

Press Release

PRACTICAL Boat Owner
BRITAIN'S BIGGEST SELLING YACHTING MAGAZINE SAIL AND POWER

PBO GREEN AWARDS 2010 WINNER

PBO Green Awards Winners Announced

16 August 2010

Practical Boat Owner magazine's Green Awards recognise marine businesses that have taken steps to reduce the environmental impact of leisure boating and make the industry more sustainable.

The 2010 winners are

Product: Henri Lloyd - Blue Eco

Launched in November 2009, these 100% recyclable jackets and trousers are made from Henri Lloyd's TP Eco fabric. Old jackets are shipped back to the Teijin factory in Japan and recycled into brand new fabric in a never-ending sustainable loop.

Marine Service and Support: Waveney River Centre

Waveney River Centre, a holiday park and marina on the Norfolk Broads, promotes sustainability through energy efficiency, recycling, water conservation and customer education.

Boat: Greenline 33

Slovenian design house Seaway go a step further in the use of diesel-electric hybrid drives with the reasonably priced Greenline 33, adding a 1.3kW solar panel 'power plant' for the option of silent solar sailing.

Campaign: Pangaea Explorations

Pangaea runs a worldwide marine conservation programme aboard its ex-Global Challenge yacht from Lymington. Sea Dragon is currently surveying the world's oceans to measure the volume of plastic debris that's collecting thousands of miles away from the nearest humans.

Practical Boat Owner's editor Sarah Norbury comments

"Practical Boat Owner magazine's Green Awards are a showcase for the innovative work being done by boating companies to reduce their impact on the environment. Henri-Lloyd's Blue Eco clothing and the Greenline hybrid-powered motor yacht are proof that greener boating can be done in style. The Waveney River Centre show us that

t 02392 367 484
m 07786 265 455
e mike@marineadagency.com
www.marineadagency.com

5 St Mark's Close,
Gosport PO12 2DB

small changes in a workplace can add up to big results, and Pangaea Explorations are inspirational in their efforts to expose the plastic waste that's collecting on the oceans. Congratulations to all of them."

Prize Presentation

Prizes will be presented at the Southampton Boat Show on stand Practical Boat Owner's stand E001 on Tuesday 14th September, 6.00pm.

For more details

Read all about it in the September 2010 issue of PBO on sale 19 August. Preview here…

www.pbo.co.uk/fileBank/pbo/PDF/pbo_green_awards_2010_winners.pdf

ENDS...

Notes to Editors

Practical Boat Owner is Britain's biggest-selling yachting magazine, with readers worldwide. Known as the 'boatowner's bible' it's full of hands-on practical advice for sailors and powerboaters.

Press enquiries and images

Marine Advertising Agency

Mike Shepherd

t: +44 (0) 7786 265 455

e: mike@marineadagency.com

or

Practical Boat Owner – Britain's biggest-selling yachting magazine

www.pbo.co.uk

email pbo@ipcmedia.com

Tel +44 (0)1202 440820