

# SAILGLOUCESTER

## Press Release

### **SailGloucester and the Office of Mayor Carolyn A. Kirk Release First Business Program – Lessons from Lunenburg and Other Ports**

**Gloucester, MA; First business program added for Monday Morning, July 6 at the Gloucester House**

#### **About Sail Gloucester Fourth of July Celebration**

Launched from the Office of the Mayor of Gloucester's City Hall, Sail Gloucester's goal is to partner with the regional chambers, DMOS (Destination Marketing Organizations) and the government funded agencies of the state already dedicated to promoting tourism and awareness for sailing vessels as well as sailing education.

#### **About SailGloucester's Business Program**

Please join us in an open business exchange at our Sail Gloucester Breakfast Forum, Monday Morning, July 6 as we learn the "Lessons from Lunenburg and other ports". The business program organized and presented by SailGloucester, in alliance with the Gloucester Schooner Festival committee, hopes to provide both a lively, engaging and interactive panel discussion between the three panelists as moderated by the Honorable Mayor Carolyn A. Kirk.

The three confirmed panelists have life long, well respected maritime experience and include, Captain Dan Moreland, Captain of the Barque Picton Castle, Bert Rogers, Executive Director, American Sail Training Association and Gloucester's own Iain Kerr, CEO, of Ocean Alliance. Each has traveled the world, much by water, and are witnesses to the significant changes of coastal cities, regions, governments and environments. Their insight throughout the SailGloucester program will provide a valuable perspective into Gloucester's changing harbor front economy. From ocean research and development centers, maritime and sail training education, tourism for both visitors and recreational boaters, this panel offers a unique understanding and keen awareness of the challenges facing seaport management in modern day terms.

The format of the event is an introduction by each panelist, 3-6 questions moderated by Mayor Kirk and followed by audience participation (question and answer).

#### **About Sail Gloucester**

A volunteer-based not for profit alliance dedicated to marketing Gloucester as world class port for tourism as well as maritime and sailing education. Launched from the Office of the Mayor of Gloucester's City Hall, Sail Gloucester's goal is to partner with the regional chambers, DMOS (Destination Marketing Organizations) and the government funded agencies of the state already dedicated to promoting tourism and awareness for sailing vessels.

For more information about this press release, please visit [www.sailgloucester.org](http://www.sailgloucester.org) or contact :

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