



**FOR IMMEDIATE RELEASE**

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## **A Pink Boat, In Pursuit of The Cure**

**February 16, 2012, Ft. Pierce, Florida** – Pursuit Boats debuted its first Pink boat during the 2012 Miami International Boat Show supporting breast cancer research at the Sidney Kimmel Comprehensive Cancer Center at Johns Hopkins. The pink boat was actually the idea of a recent breast cancer survivor, Sandy Garcia, who successfully completed treatments related to specific research done through Johns Hopkins physician-scientist Dr. Ben Park.

Through a representative of the patients company, Shelyn Lee, Pursuit was asked if they would be willing to present a Pink boat to bring awareness and ultimately financial support to the ongoing research that is close to cracking the code for a cure to breast cancer. Pursuit agreed and with a local designer developed a pink graphic that is showcased on Pursuit's model OS 315 during the 2012 Miami International Boat Show. The 31 foot Pursuit features mirror images of the graphic on both hull sides from the chine to the rub rail, a 30 foot long graphic. The boat will be prominently displayed and available for the boating public and media to enjoy during the show.

Dr. Ben Park, leading the team of researchers at Johns Hopkins, will be on hand Thursday, February 16 to answer questions and speak during Pursuit Boats press conference scheduled for Thursday, February 16 at 1:30 PM in the Pursuit booth, C-46, Miami Beach Convention Center.

According to Pursuit President Tom Slikkers, "We are very pleased to be a part of such a great cause and look forward to contributing to the future research efforts and ultimately the cure to breast cancer."

Pursuit boats will make a financial donation to the research foundation for every boat sold during the Miami International Boat Show. Representatives will be on hand to accept additional donations from interested parties or you can go to

[http://www.hopkinsmedicine.org/kimmel\\_cancer\\_center/our\\_center/charitable\\_giving/](http://www.hopkinsmedicine.org/kimmel_cancer_center/our_center/charitable_giving/).

Pursuit Boats is a division of Holland, Michigan-based S2 Yachts, Inc. For more than half a century, three-generations of this family-owned business has set an unsurpassed standard of quality in marine design and manufacturing. From their modern, recently expanded production facility in Ft. Pierce, Florida, the Slikkers family continues to build distinctive award winning outboard powered fishing boats in Offshore, Center Console, Sport and Dual Console configurations, in models from eighteen to thirty-eight feet. S2 Yachts also produces Tiara Yachts, whose inboard power models include Open, Sovran, and Convertible models ranging in size from thirty to fifty-eight feet built in Holland, MI.