



## PRESS RELEASE

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### **Southeast Tourism Society selects the 43rd Annual Wooden Boat Show as a 'Top 20 Event'** *Travel industry organization has saluted region's best events since 1985*

BEAUFORT, NC – For the third year in a row, the Annual Wooden Boat Show has received top honors from the Southeast Tourism Society. The organization recently announced their top events for May 2017 and the North Carolina Maritime Museum's 43<sup>rd</sup> Annual Wooden Boat Show was selected as a "Top 20 Event for the Southeast."

The North Carolina Maritime Museum was recently notified that they will once again receive the prestigious honor for the Annual Wooden Boat Show. It is the longest ongoing wooden boat show in the Southeast. The event takes place Saturday, May 6, 2017.

The best events across the Southeast compete to receive the prestigious Top 20 Events designation from the Southeast Tourism Society. Through a nomination process, the organization chooses the Top 20 events in the Southeast for each month of the year and publishes this list of winners quarterly. The STS Top 20 Festival and Event Awards have highlighted programs around the Southeast since 1985.

Travel industry experts select 20 events per month, and the Southeast Tourism Society publicizes them throughout the United States. The complete list is published on two websites: [EscapeToTheSoutheast.com](http://EscapeToTheSoutheast.com) and Travel Media Press Room.

The Annual Wooden Boat Show celebrates the art of North Carolina boat building and the sport of boat racing. Dozens of handcrafted wooden boats will be on display and activities will be available for all ages from 10 a.m. to 4 p.m.



Some of the highlights this year will include:

- Boat enthusiasts and landlubbers alike will enjoy the Carolina Maritime Model Exposition with thirty to sixty traditional wooden model boats on display. The exhibit includes model boats ranging in average from 25” to 40” in length. The show is produced by the Carolina Maritime Model Society, the only such organization in the entire state and has become a major vehicle for widening public interest in North Carolina's maritime history and culture.
- The United States Power Squadrons has partnered with the North Carolina Maritime Museum to bring a Boating Skills Virtual Trainer for demonstration and use by the public. It’s a great way to learn how to dock a boat without getting in the water.
- Visitors to the Beaufort waterfront will have the opportunity to see the fishing boat that became the inspiration for the book and movie *Jaws*. The legendary *Cricket II* will be on display at the town docks in Beaufort.
- North Carolina artist Jim Goodwin will demonstrate how ‘Ships in a Bottle’ are made. Most recently, Goodwin was featured on a segment of *CBS Sunday Morning* with Mo Rocca. His craft of shipbuilding has also been featured on WRAL's *Tar Heel Traveler*.
- Barbour boats have been synonymous with the Annual Wooden Boat Show since its inception. Once again, the show will feature one of the largest collections of Barbour boats in the Southeast.
- Wooden Boat Kids events include model boat building and racing in a custom made pool. Kids always enjoy the nautical activities, rope tying, and the popular scavenger hunt.

In addition to the wooden boat display on Front Street, there will be a number exhibits located on the parking lot side and behind the museum.

“The Southeast Tourism Society’s Top 20 Festival and Event list is an excellent guide for the Southeast’s visitors and residents. Events selected represent the best, and often most unique, activities in our region,” said Bill Hardman, president and CEO of the Southeast Tourism Society.

Selection as a Southeast Tourism Society Top 20 Event is a validation of an event's quality and a distinction that events use effectively in their marketing and publicity.



“We are proud for the third time to be recognized regionally by such a prestigious organization and thrilled to bring you one of the best events in the south,” stated Joseph K. Schwarzer, Director of the North Carolina Maritime Museums.

Paul Fontenoy, Curator of Maritime Research and Technology, says the Annual Wooden Boat Show continues to offer everyone, even if you’re not a wooden boat enthusiast. “We put a lot of time and work into making sure the show is not just interesting for wooden boat enthusiasts,” Fontenoy explains. “So we have expanded the activities over the last few years for children and opportunities for families to do things together, such as taking a boat ride.”

According to David Cartier, Public Relations Coordinator for the North Carolina Maritime Museum system, “It’s a real honor to receive the Top 20 designation three years in a row from the Southeast Tourism Society.”

“We have always felt that Beaufort showcases something truly unique – the art of traditional boatbuilding and a maritime heritage that has been such a tradition in Carteret County,” he stated.

“We are absolutely thrilled,” said Cartier. “People from all over the United States come to Beaufort to experience one of North Carolina’s signature events that honors traditional wooden boatbuilding. It’s also an opportunity for us to show them the hospitality that Carteret County and The Crystal Coast are known for,” he said.

“Last year, we will enhanced the visitor experience by adding a digital aspect to the event. Through the use of QR codes, visitors were able to download the agenda and event information, stated Mr. Cartier. Due to the positive response, event officials at the museum will try to expand on that experience.

The show offers so much in just one day, we want to make sure the people attending know everything that we have to offer,” said Cartier.

Cartier went on to say, “We are fortunate to have the continued support from the Crystal Coast Tourism Development Authority. Through our grant, we are able to promote the event to a wider audience.” The museum has placed advertisements promoting the event in *WoodenBoat* magazine. “Without that support from the TDA, it simply would not have happened,” he said.

Sponsorships for the 43<sup>rd</sup> Annual Wooden Boat Show are available by contacting Gina Holland, Director of Development and Communications for Friends of the NC Maritime Museum at 252-728-1638 or by email at [gina@maritimefriends.org](mailto:gina@maritimefriends.org).



To participate with your boat in the 43<sup>rd</sup> Annual Wooden Boat Show, contact Françoise Boardman, Museum Registrar at 252-728-7317. Her email address is [francoise.boardman@ncdcr.gov](mailto:francoise.boardman@ncdcr.gov). Online registration opens January 15, 2017.

For more information on the events taking place during the 43rd Annual Wooden Boat Show, visit [www.beaufortwoodenboatshow.com](http://www.beaufortwoodenboatshow.com).

Events considered for the STS Top 20 recognition must be at least three years old and have attendance of at least 1,000. Nomination forms and deadlines are available at [SoutheastTourism.org](http://SoutheastTourism.org) or by calling 770-542-1523.

Southeast Tourism Society, founded in 1983 and headquartered in Atlanta, Ga., is a non-profit organization dedicated to promoting tourism to and within 12 states – Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia.

The North Carolina Maritime Museum is located at 315 Front Street, Beaufort, NC 28516. For more information, call 252-728-7317 or visit [www.ncmaritimemuseumbeaufort.com](http://www.ncmaritimemuseumbeaufort.com).

### **About the Southeast Tourism Society**

On September 14, 1983, a small group of travel and tourism industry leaders from the Southeast organized a non-profit organization dedicated to the promotion and development of tourism throughout the region. Those charter members shared a mutual belief that regional promotion through partnership between states would create a powerful marketing alliance unparalleled in the nation. Joining to make this dream a reality, they created STS.

Decades later, their vision has been validated because the Southeast Tourism Society has established itself as a leader among other travel organizations nationwide. STS members recognize the vast number of attractions, sporting events, history, scenic beauty and cultural icons found within the Southeast and work together to unite the strengths and resources of the region.



### **About the North Carolina Maritime Museum in Beaufort**

The North Carolina Maritime Museum in Beaufort reflects coastal life and interprets lighthouses and lifesaving stations, the seafood industry, motorboats, and more. Studies in marine life, science, and ecology are available for all ages. The Beaufort museum is the repository for artifacts from Blackbeard's wrecked flagship, *Queen Anne's Revenge*, among them cannons, grenades, belt buckles and beads. The Harvey W. Smith Watercraft Center teaches boatbuilding for all ages.

The North Carolina Maritime Museum in Beaufort is open Monday thru Friday 9 a.m. to 5 p.m., Saturday 10 a.m. to 5 p.m. and Sunday 1 p.m. to 5 p.m. The museum is open to the public with free admission. Donations are always appreciated.

The North Carolina Maritime Museum system is comprised of the Graveyard of the Atlantic Museum in Hatteras, the North Carolina Maritime Museum at Beaufort and the North Carolina Maritime Museum at Southport. All three museums are part of the Division of State History Museums in the North Carolina Department of Natural and Cultural Resources.

The North Carolina Maritime Museum is located at 315 Front Street, Beaufort, NC 28516. For more information, call 252-728-7317 or visit [www.ncmaritimemuseumbeaufort.com](http://www.ncmaritimemuseumbeaufort.com).

### **About the North Carolina Department of Natural and Cultural Resources**

The N.C. Department of Natural and Cultural Resources (NCDNCR) is the state agency with a vision to be the leader in using the state's natural and cultural resources to build the social, cultural, educational and economic future of North Carolina. The mission of NCDNCR is to improve the quality of life in our state by creating opportunities to experience excellence in the arts, history, libraries and nature in North Carolina by stimulating learning, inspiring creativity, preserving the state's history, conserving the state's natural heritage, encouraging recreation and cultural tourism, and promoting economic development.

NCDNCR includes 27 historic sites, seven history museums, two art museums, two science museums, three aquariums and Jennette's Pier, 39 state parks and recreation areas, the N.C. Zoo, the nation's first state-supported Symphony Orchestra, the State Library, the State Archives, the N.C. Arts Council, State Preservation Office and the Office of State Archaeology, along with the Division of Land and Water Stewardship. For more information, please call 919-807-7300 or visit [www.ncdcr.gov](http://www.ncdcr.gov).

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