

NEWS From BoatUS
Boat Owners Association of The United States
880 S. Pickett St., Alexandria, VA 22304
BoatUS Press Room at <http://www.BoatUS.com/pressroom>

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Press Contact: D. Scott Croft, 703-461-2864, SCroft@BoatUS.com

Photo Available at: <http://www.BoatUS.com/pressroom/previewImg/hiRes/925.jpg>

Photo Caption: Towboat *Hope*, which is raising money this summer to fund breast cancer research.

VIDEO: Out of 600 Red Towboats, This Is The Only Pink One

Towboat "Hope" Christened: Towing for a Cure

DETROIT, Mich., July 22, 2013 – When Captain Brian Williams of [TowBoatUS](http://www.BoatUS.com) Detroit, an on the water towing and assistance service for recreational boaters, wanted to do something for his mom, he picked up a can of pink paint.

The matriarch of the Williams family had been diagnosed with breast cancer in 2006, and after a brave battle, she passed away two years later. Brian decided to do something for his mom, painting his formerly red towboat pink, and changing her name to *Hope*, in an effort to create awareness of this deadly disease and to fund research. Capt. Williams is donating a portion of all the revenue the boat earns this boating season, as it patrols the Detroit River assisting boaters in need.

"I call it towing for a cure," says Williams. "It's our way to say we are here for those suffering from this monster. We want to help rid the world of cancer."

Reactions have been positive. "No one has ever seen a pink towboat – this is the only one in the BoatUS nationwide fleet of over 600 towboats." The disease also impacts Williams' primary captain of the boat – whose mother also has breast cancer. "Breast cancer affects so many lives," added Williams. On some days, Detroit area boaters will see one of William's female captains at the helm of *Hope*. "I appreciate the significance of that. I've got a great crew of captains."

To see a video of towboat *Hope* go to: http://www.youtube.com/watch?v=kYwqLo_c0mg

If you would like to make a donation to fund breast cancer research, go to: karmanos.org/MarineOne.

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About BoatUS Towing Services:

Boat Owners Association of The United States (BoatUS) is the nation's leading advocate for recreational boaters providing over half a million members with a wide array of consumer services, including on the water towing assistance provided by TowBoatUS and Vessel Assist. Combined, these two towing fleets offer boaters, anglers and sailors the world's largest network of towing ports with over 300 locations and over 600 towing assistance vessels — three times larger than the closest competitor.