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# OFFICIAL MEDIA RELEASE

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## **Sarasota Powerboat Grand Prix Announces Exciting Changes For 2018**

As this historic race site prepares to celebrate 34 years of racing history, it has announced exciting changes for the upcoming 2018 Festival taking place from June 23 to July 4. The Festival has a new name and CBS Sports will be the national television carrier for the powerboat races on July 1.

The Festival's name will be billed as the Hotelplanner Sarasota Powerboat Grand Prix Festival as a result of a race series sponsorship secured by Powerboat P1. HotelPlanner.com is the leading provider of online services in the global group marketplace to over 4.2 Million group event planners globally, servicing an estimated \$7 Billion in hotel booking requests last year.

Powerboat P1 has confirmed that a one hour program featuring Sarasota's Grand Prix Race (Sunday-July 1) will air Sunday, July 22, on CBS Sports at 4 pm. The program will air in all 50 states and is expected to reach 65 Million households. An encore air date for the show is yet to be announced. In addition to this, a one hour program featuring personal watercraft AquaX races, as well as a thirty minute program featuring the P1 SuperStock Class (28' one-design, open canopy race boats), will be aired post-event on Fox Sports Florida.

Sarasota's race contract remains with Powerboat P1 for the 2018 season. "Powerboat racing is a tradition for our race site and the large powerboats are what race fans look forward to seeing each year. This year race fans can expect to see a very strong fleet of powerboats competing for the checkered flag off Lido Beach and also the best in AquaX racing", said Festival Director Lucy Nicandri.

Environmental protection remains a priority during the races. Powerboat P1 and Suncoast Charities for Children will once again join forces on a "Share the Beach" Campaign, promoting environmental conservation and marine mammal/sea bird protection. After the races, Suncoast Charities for Children will also hold another Lido Beach Cleanup effort which last year drew over 100 volunteers.

Presenting sponsors for the Sarasota Powerboat Grand Prix Festival include Visit Sarasota and Sarasota County. The Festival is produced by, with proceeds benefitting, Suncoast Charities for Children. Last year's event generated \$37 Million in economic impact and over \$100,000 for the charity. For more information and updates visit [sarasotapowerboatgrandprix.org](http://sarasotapowerboatgrandprix.org)

