

For Immediate Release

Contact: [Company Spokesperson], 555-555-5555
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**[Full Name] of [Company Name] Attains
ABYC "Master" Certified Technician Designation**

[Day, Date, Year, City, State (abbreviated)]: [Company Name] is pleased to announce that [Individual's Name] recently earned the designation of "Master" Certified Technician offered by the American Boat & Yacht Council (ABYC). ABYC has been developing, writing and updating the safety standards for boatbuilding and repair for over 60 years.

This designation is for certified marine professionals who successfully pass at least three of any of the ABYC certification exams. Currently ABYC offers eight certification exams: ABYC Standards, Electrical, Diesel Engines, Gasoline Engines, AC/Refrigeration, Marine Composites, Marine Corrosion and Marine Systems. Having completed the training, testing and certification process for at least three ABYC certification courses, [Individual's Name] is now one of a extraordinary group of certified specialists in the country whose commitment to excellence means better customer service for the recreational boater.

"At [Company Name], we believe that enrolling our marine technicians in ABYC's training programs will help increase the quality of our customer's boating experience," says [Company's Principal's Name]. "But, what it really takes is the commitment of our employees to be able to advance their own knowledge by attending ABYC programs. We're proud of [Individual's Name] and what this means for [Company Name]."

"ABYC is thrilled that we are seeing an increase in the numbers of technicians who are really going the extra mile by achieving certification status in three or more of our identified areas, says Ed Sherman, ABYC vice president and education director. "Technicians like [Individual's Name] have demonstrated not only their understanding of applicable ABYC Standards, but their ability to troubleshoot and facilitate first quality repairs your boat."

IF APPLICABLE - [Individual's Name] has been working as a [position] with [Company Name] for [XX] years. [Company Name and description.]

For more information about [Company Name], please call 555-555-5555 or visit our web site at [Company web site address]. For more information about ABYC's Certification Program, please call Mike New at 410-990-4460 or visit www.abycinc.org.