

# Make a Difference

the waterfront challenge

[www.waterfrontchallenge.com](http://www.waterfrontchallenge.com)



**AkzoNobel**

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## What is it?

The Waterfront Challenge is a competition created by Interlux to encourage people who care about their local waterfront – including lakes, rivers, streams, and oceans – to improve their local environment. This contest is open to any group of three or more people who want to spend a minimum of one weekend of their lives between March 1, 2011 and August 31st, 2011 making a difference to their environment and encouraging others to do the same. We're looking especially for inspirational self-sustaining projects that continue even after the initial Waterfront Challenge is met.



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## Who can enter?

Yacht clubs, student groups, environmental organizations, scout troops, families, groups of friends, clubs – any group that cares about the waterfront and is willing to work hard to make it a better place – can enter this competition. New groups (three or more people) can be formed just for the purpose of entering this competition. Individuals are encouraged to come up with innovative successful ideas for The Waterfront Challenge, but must create a group of three or more people to enter. The goal of our project is to encourage as many people as possible to improve their local waterfront environment.





# How does it work?

If you can think of it, if it's a project that makes some part of your local waterfront an environmentally better place, then your project is eligible.

It must be a new project and not one that has been ongoing, or already sponsored by another organization.

To enter The Waterfront Challenge, you must implement your project, and show results. Entry applications can be found at **[www.waterfrontchallenge.com](http://www.waterfrontchallenge.com)**

and should be submitted by email to:  
**[2011entry@waterfrontchallenge.com](mailto:2011entry@waterfrontchallenge.com)**

or by mail to:  
**Interlux Yacht Finishes  
Marketing Department  
2270 Morris Avenue  
Union, NJ 07083**

Projects must be implemented and completed by contestants between March 1, 2011 and August 31, 2011. Proof of project implementation needs to be received by September 2nd, 2011.



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# What will the winners get?

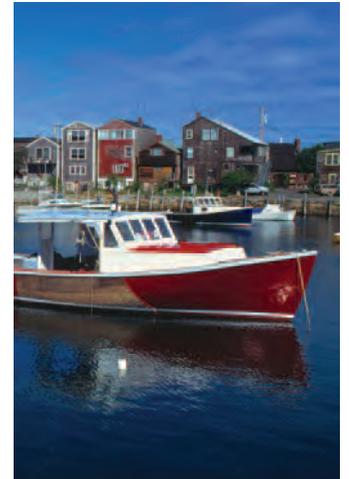
At the Fort Lauderdale International Boat Show, during October of 2011, Interlux will distribute \$50,000 in grants to seven winning groups.

One winning group in each of seven regions across North America will be awarded \$4,500; one grand-prize North American winning group will receive \$20,000.

The seven eligible regions are:

- Canada
- Caribbean
- US:
  - Northeast
  - Mid Atlantic
  - Southeast
  - Midwest
  - West Coast

For more information on regions, log onto **[www.waterfrontchallenge.com](http://www.waterfrontchallenge.com)**.



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## Who are the judges?



**Thom Dammrich**  
President of the National Marine Manufacturers Association.



**Fred Daoust**  
General Manager of Interlux & Awlgrip Yacht Coatings North America.



**Dan Pingaro**  
CEO, Sailors for the Sea.



**Susan Shingledecker**  
Director of Environmental Programs, the BoatU.S. Foundation for Boating Safety & Clean Water.



**John Kelly**  
Technical Director, Marine Coatings – International Paint. Chairman of the American Coatings Association's North American Antifouling Working Group. John is also a member of the California State Lands Commission Fouling Technical Advisory Group.



**The North American Boating Community**  
Entered projects will be posted to the Waterfront Challenge page on Facebook. Users will vote for their favorite projects and the most popular entries in each region will receive 1 of the 6 votes to be cast by the judges to choose each of the 7 regional winners.

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No matter where you are, in whichever waters around the globe, you'll find high performance coatings backed by meticulously researched knowledge and support from International Paint.

Whether we're in the lab researching and developing new products, or out on the water putting our products to the test, we're in our element. Getting the chemistry right is critical to us, as is knowing the subtle differences between people and water all over the world. Wherever there are boats, we're right at the heart of the matter, making connections, solving problems, sharing knowledge...

Our World is Water



Our World is Water



**Caution**  
**OIL ON**  
**BEACH**

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