

1/24/2011

FOR IMMEDIATE PRESS RELEASE

Press Contact: Donna Duncan, (415) 699-7084, [donna@cicya.com](mailto:donna@cicya.com) or  
Deanna Desin, (415) 892-2639 or (415) 608-2639, [andees1@earthlink.net](mailto:andees1@earthlink.net)  
Parade Chair, Mia Bernt, (415) 999-6422, [picyamia@yahoo.com](mailto:picyamia@yahoo.com)

**Media Alert: "OPENING DAY ON THE BAY"  
MARKING THE OFFICIAL START OF SAN FRANCISCO'S 2011 BOATING SEASON**

**WHEN:** Sunday May 1, 2011, Crissy Field to Pier 39, starting at 12 Noon.

**WHAT:** The 94th Annual "Opening Day on the Bay" Decorated Boat Parade, hosted by the Pacific Inter-Club Yacht Association (PICYA), representing over 100 yacht clubs in Northern California celebrates the official beginning of the 2011 boating season on San Francisco Bay. This year's theme is "Giants of the Bay" celebrating the many people and things that have made San Francisco so unique. "Emperor Norton IV" is the Grand Marshal. The parade will feature over 120 historic workboats, fireboats, towboats, classic and contemporary craft decorated to the theme. There will be both power and sail boats competing for best decoration honors. These boats can be viewed by the public along the San Francisco waterfront from Crissy Field, which is west of the Marina Green to Pier 39, 12 noon until 3 p.m. The occasion will be a unique opportunity to see these special boats, sailing close to shore where land-based spectators can enjoy the event from Crissy Field to Pier 39. This is an event for the whole family to enjoy, learn about boating and get excited for the America's Cup #34 to be held in San Francisco in 2013.

**WHERE:** Free public viewing is available on San Francisco's Northern Shoreline from Crissy Field to Pier 39.

Those seeking a closer view of the decorated boats can join the Officers, Directors and guests of PICYA on the "California Hornblower", one of the Hornblower's largest yachts on San Francisco Bay, with a light breakfast and a gourmet lunch. Contact: Deanna Desin, (415) 892-2639 or (415) 608-2639, [andees1@earthlink.net](mailto:andees1@earthlink.net) for reservations

**HOW:** A press boat is available for members of the media interested in covering the parade on the water, this boat will be on the water moving throughout the parade route, providing excellent photo opportunities.

**WHO:** Organized by the Pacific Inter-Club Yacht Association (PICYA), which was formed in San Francisco in 1896 to improve communications between yacht clubs, provide uniform racing rules, and encourage yachting. Today PICYA is the only organization in Northern California that supports the promotion of recreational boating through the coordination and dissemination of information for the benefit of boaters. It publishes the Yachting Yearbook, the annual directory of member clubs and information, and created Recreational Boaters of California, a governmental advocacy organization committed to promoting the enjoyment, protections, and responsible use of our waterways. See [www.RBOC.org](http://www.RBOC.org). PICYA has coordinated Opening Day since 1917. Blessing of the Fleet 1030 to 1200 Raccoon Strait [www.cyc.org](http://www.cyc.org) Additional information is available at [www.PICYA.org](http://www.PICYA.org).

One of the major sponsors for the past ten years is Boat Owners Association of the United States, (BoatUS). BoatUS is the nation's leading advocate for recreational boaters with a wide array of consumer services. Visit [www.BoatUS.com](http://www.BoatUS.com) for more information.

There are six trophies up for grabs and prize bags for the participants with great items such as dining certificates, event tickets, wine, clothing, art work, boat gear, books, travel, and sailing excursions all donated by various businesses and yacht clubs.