



August 2008

## **PRESS RELEASE**

### **RIBEYE – RNLI AMBASSADOR**

RIBEYE is delighted to announce that the RNLI has chosen Ribeye to join its Ambassador Scheme – which promotes the 24-hour marine search and rescue charity's Offshore membership for recreational sea users.

The RNLI Ambassador Scheme is exclusive to the UK's leading marine businesses and is a demonstration of Ribeye's commitment to the charity – and to saving lives at sea. As an RNLI Ambassador Ribeye will be offering a year's complimentary RNLI membership to all current and future Ribeye owners.

The RNLI's membership is for all recreational sea users, from kayakers, windsurfers and jet skiers to sailors, power and motor boaters. It provides a range of benefits, including: a CD-ROM containing interactive educational programmes on safety at sea, the opportunity for an RNLI SEA Check, the RYA's Diesel Engine Maintenance DVD, complimentary copies of the RNLI's Offshore and Lifeboat magazines along with additional membership features to help you stay safe on the water.

Commenting on Ribeye's new partnership with the RNLI, Charles Chivers, Joint Managing Director of Ribeye says:

"Ribeye is a committed supporter of the RNLI and is honoured to be part of its Ambassador Scheme. Ribeye will promote the advantages of being a member of the RNLI to all its existing and prospective new owners."

David Brann, RNLI Fundraising and Communication Director says:

"We welcome Ribeye to the RNLI's Ambassador Scheme. As a charity the RNLI

depends on voluntary contributions and legacies for its income and receives no financial support from the UK Government. As a result support from both industry and the public through RNLI membership is absolutely crucial, particularly as people are using the sea in ever-increasing numbers.”

Every Ribeye owner is now entitled to a complimentary year's membership. For information contact Ribeye on 01803 832060.



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#### Notes to editors

1. **The RNLI charity is reliant upon the public for its income** – every donation or legacy, whether large or small, is priceless to the lifesaving charity. Running costs in 2006 were around £122M – approximately £335,000 per day – and, as a registered charity, the organisation continues to rely on voluntary contributions and legacies for income, and receives no UK Government funding. [www.rnli.org.uk](http://www.rnli.org.uk)
2. **Ribeye Ltd** - formed in 1998 and began manufacturing in Dartmouth, Devon. In 2001 Ribeye established new manufacturing facilities in South Africa and production of the newly designed Ribeye powered by Yamaha leisure range was transferred to Ribeye South Africa. Ribeyes are assembled to customers' specifications at the Dartmouth headquarters and then distributed throughout Europe. [www.ribeye.co.uk](http://www.ribeye.co.uk)