



FOR IMMEDIATE RELEASE

MICHAEL FOLSOM JOINS ANTIQUE BOAT MUSEUM STAFF

CLAYTON, New York (March 20, 2013) – The Antique Boat Museum, North America’s premier freshwater nautical museum based in Clayton, New York, announced today the addition of Michael J. Folsom as Director of Marketing and Communications.

Folsom most recently served as Senior Director of Promotional Development for the Syracuse Crunch Hockey Club in the American Hockey League. His career with the Crunch spanned across 15 seasons in which he held various roles in areas such as merchandising, game operations, sponsorship and ticket sales, and marketing. He also played a key role in the American Hockey League’s first-ever Outdoor Classic held on February 20, 2010 at the New York State Fairgrounds in Syracuse which broke an AHL attendance record (21,508).

Frederick H. Hager, Executive Director, said: “We’re excited to have Mike’s skills, experience and energy guiding our marketing efforts. He’s a long-time River lover, a selfless promoter of the Clayton community and a proven marketer. We are pleased to have him as a member of the ABM team.”

Folsom will be responsible for overseeing all marketing and communication aspects of the Museum, as well as overseeing the museum store and special events, including the annual Antique Boat Show & Auction and new Museum events to be announced at a later date.

Best known throughout the Thousand Islands region for operating the website, The Ship Watcher (www.theshipwatcher.com), which is considered a news source for St. Lawrence Seaway shipping information, Folsom also founded the heavily attended Sailing Seaway Clayton festival at Frink Park in downtown Clayton back in 2011. During the first two years of the festival, he helped to lure more than 16,000 people to the Clayton community by bringing historic tall ships, live music, DockDogs competitions and more to the riverside park.

“I am ecstatic to join such an outstanding organization with a deep, rich history,” Folsom said. “My passion for the region, and boating in general, makes this a perfect fit for me. I look forward to helping lead the efforts of the ABM’s growth and ensure much continued success.”

Folsom currently serves as a Board member for the Lynx Educational Foundation, operators of the tall ship *Lynx*, as well as a committee member for the Thousand Islands Regional Dock. He was also recently named to the Clayton Chamber of Commerce Board of Directors.

He and his wife, Christie, reside in Cicero, New York with their daughter Lucy.

Located on the St. Lawrence River in the 1000 Islands, the Antique Boat Museum features a collection of over 300 antique and classic boats among thousands of recreational boating artifacts. Beginning May 10, the campus comes alive with speedboat rides, boat shows, and educational programs for all ages, special events and more. For more information please visit the Museum's website at ABM.org.

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Enclosure (photo, PDF)

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