

FOR IMMEDIATE RELEASE

Board of County Commissioners

April 28, 2026



Destin-Fort Walton Beach Announces Partnership with Yamaha Rightwaters for Environmental Stewardship Efforts

Okaloosa County, Florida – Okaloosa County’s tourism team with Destin-Fort Walton Beach is excited to announce its continued environmental efforts through a collaboration with the Yamaha Rightwaters initiative. The relationship includes projects that support sustainable fisheries, environmental stewardship and eco-tourism.

A key component of these efforts includes the planned deployment of the SS United States as the World’s Largest Artificial Reef, as well as the County’s ongoing management of the Emerald Coast Open (ECO) Lionfish Tournament.

“Our biggest asset in Okaloosa County is the environment that surrounds the residents who live here and the landscape that our visitors have come to enjoy,” said Okaloosa County Board Chairman Trey Goodwin. “We welcome this relationship and look forward to the environmental benefits that it will provide.”

The agreement includes a three-year sponsorship with Yamaha Rightwaters, who will promote environmental stewardship through marketing, outreach and direct project support while collaborating with Destin-Fort Walton Beach, who will provide branding, recognition and engagement opportunities to Yamaha. This includes the promotion of the SS United States Project with prominent Yamaha Rightwaters logo placement on the vessel, integration into Destin-Fort Walton Beach social media, press releases and marketing campaigns. They will also be recognized as a Gold sponsor for the Emerald Coast Open Lionfish Tournament.

Yamaha Rightwaters will provide significant in-kind and financial support, including:

- 2- 300 HP Yamaha outboard motors
- 1 - Helm Master EX with joystick control system (boat control system)
- 1 - G3 boat package (All-aluminum fishing vessel)
- Annual cash sponsorship of \$15,000 for three years (\$45,000 total) in support of the Emerald Coast Open and Tarpon Invitational Tournaments

(The boat motors and other equipment will be placed on an existing boat that was donated to the County in March 2026.)

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FOR MORE INFORMATION, CONTACT PUBLIC INFORMATION OFFICER NICK TOMECEK AT 850.651.7321

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