



Crisis Information and Media Guidance

WHAT TO DO IN A CRISIS/EMERGENCY

- Step #1** **On Land:** Call 911
On Water: Call Nearest Coast Guard Station Sector
- **Sector Detroit:** from Port Huron to Alpena: **313-568-9546**
 - **Sector Sault Ste. Marie:** from Alpena to Mackinac Island: **906-635-3319**
 - **Sector St. Ignace:** **906-643-6402**
- Step 2** **Call and speak with a Race Official**
- PRO – Jeff Maier: 269-806-4088
 - Race Chair – Chris Clark: 248-910-9811
 - Race Administrator – Linda Rosiek: 313-408-8105

GUIDELINES FOR MEDIA INQUIRES

If media approaches you:

Do not answer, speculate or volunteer information

Do ask for:

Name of outlet/station/newspaper

Producer/Reporter's – name, phone number/email

Tell them:

“I will get the right person to help you with your needs.”

Then call or text information to PR Rep:

– David Stoyka – 313-570-7899