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SHURHOLD LAUNCHES PROJECT SHURFUN VIDEO SERIES

Shurhold Industries, the global leader in premium boat care maintenance tools, chemicals and accessories, has launched Project SHURFUN, a four-part YouTube series. The videos track the total renovation of *SHURFUN*, a 2007 23' Albury Brothers center console. It provides a detailed look at the steps an owner can take to transform an older vessel back to its showroom glory. The trailer and episode one is at www.shur.fun/show; installments will be added biweekly.

During the series, the Bahamas-built Albury goes through a complete restoration, from wet sanding and buffing to unique, custom touches. The 15-20 minute videos feature industry experts who pass along tips and tricks that can be easily applied by the average DIY boat owner. Shorter break-out videos detail specific tasks. Project Shurfun is part of Shurhold's longstanding commitment to educating owners how to maintain and preserve the value of their investments using Clean-N-Simple tips.

"So many owners have older boats that, with a little TLC, can look new again," said Barry Berhoff, Shurhold Industries CEO. "We hope the Project SHURFUN video series will inspire people to see what their boats can become."

Dedicated to educating boat owners, Shurhold provides key tips for boat value preservation at www.shurhold.com. Inventor of the One Handle

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Does It All system, Shurhold manufactures specialty care items and accessories to clean, polish and detail.

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Editor's note: Additional images of Project SHURFUN are available at www.martinflory.com/releases/Project-SHURFUN.zip.