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FOR IMMEDIATE RELEASE

CATHERINE PARSELLS NAMED EXECUTIVE DIRECTOR OF KALMAR NYCKEL

WILMINGTON, DE, May 3, 2010 – The Kalmar Nyckel Foundation (KNF) has named Catherine Parsells as its new executive director, H. Hunter Lott, III, chairman of KNF’s board of trustees announced today.

“Catherine Parsells’ extensive experience in the corporate world, plus her long-standing commitment to community, will help her lead the Kalmar Nyckel’s crew, staff and volunteers to fulfill the goals and commitments ahead of us,” Lott said. “*Kalmar Nyckel’s* primary mission is education – as a floating classroom both for the school children of Delaware, and all those who visit our tall ship. But to achieve that mission, we need a true leader who can successfully handle vital responsibilities ranging from fund-raising and ship scheduling to governmental affairs.”

“Ms. Parsells’ life experiences have prepared her well for this new role,” Lott said.

Parsells comes to KNF following a professional career that included work at American Express in New York as senior director for financial product marketing, and at General Foods Corporation/Gaines Foods, Inc., in both marketing and sales. She received her MBA in marketing from Columbia Graduate School of Business in 1989, and her Bachelor of Arts in Psychology from Brown University in 1980.

“My goal is to lead the Kalmar Nyckel Foundation to become the premier maritime-based educational organization in Delaware,” Parsells said. “*Kalmar Nyckel’s* history is an integral part of Delaware’s history. And by bringing that history alive through programs that are fully integrated into the elementary school curriculum, we will help today’s students to explore the yesterday’s Delaware so they become the responsible citizens of tomorrow.”

Parsells is no stranger to KNF, currently serving on its board of trustees, and having helped organize Wilmington's first two Tall Ship Festivals in 1999 and 2000.

Her volunteer work includes having served as co-president of the Home and School Association for Wilmington Friends School, Alapocas, and serving as parent co-chair for the Annual Fund Campaign. She chaired the highly successful Christ Church Green Show, funding the church's community outreach programs. She also co-developed a marketing plan for the Wilmington Renaissance Corporation, dedicated to the revitalization of downtown Wilmington. And she has been a Girl Scout troop leader for seven years.

Parsells lives in Wilmington with her husband, Mark, and two children.

A key role in her new job will be to further the strategic direction of KNF, as established three years ago by its board of trustees. KNF's vision is to preserve and promote Delaware's unique maritime heritage and multi-cultural legacy as they relate to the economic, industrial, ecological and cultural development of the Brandywine Valley. And she will work to implement KNF's mission – creating and implementing experiential educational programs that: (1) promote the iconic status of *Kalmar Nyckel*, (2) inspire the exploration of the area's rich maritime history, and (3) foster an understanding of, and appreciation for, the site's central role in the settlement of Delaware. Since establishing this focused strategic direction, *Kalmar Nyckel* has now become part of the fourth- and fifth-grade history curriculum for the State of Delaware.

In addition to the crew and staff, Parsells also has responsibility for more than 300 volunteer sailors who bring the ship to life every time she leaves one of 11 ports, ranging from Wilmington and Lewes, DE to Portsmouth, NH and Newport, VA.

The re-creation of *Kalmar Nyckel*, a 10-year project undertaken by local volunteers, was directed by master builder Allen Rawl and launched in May 1997. The re-creation was made possible in large part by the vision and generosity of the Delaware General Assembly, then-Governor Thomas R. Carper, Wilmington's Riverfront Development Corporation, and Mrs. Tatiana Brandt Copeland.

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