



For Immediate Release:  
Mercury Marine Media Contact  
Lee Gordon  
Director of Global Public Relations  
[Lee.gordon@mercmarine.com](mailto:Lee.gordon@mercmarine.com)  
[920-924-1808](tel:920-924-1808)

## From tragedy to triumph: A former college basketball star develops a passion for the water thanks to Mercury Marine

**FOND DU LAC, Wisc. (March 20, 2017)** – Mercury Marine continues to develop and manufacture world-class technology designed to enhance the boating experience. The world’s leading manufacturer of recreational marine engines recently teamed up with Belzona boats to [Go Boldly](#) on the water with former University of Wyoming basketball star and lifelong boating enthusiast Nichole Rider.

Rider’s unbridled passion for the water is documented in this new video: [https://www.youtube.com/watch?v=WmM7lhZ\\_F0w&t=3s](https://www.youtube.com/watch?v=WmM7lhZ_F0w&t=3s)

“My dad bought a power boat when I was five years old; it just changed my life,” Rider said. “We spent every weekend from when I was five years old to 22 on the water. My dad had Mercury engines and that’s what helped to develop my passion for the water.”

While in college, Rider was involved in a near-fatal car accident. Doctors told her family that she had little chance to survive the first night and, if she did, she would be paralyzed. But through rigorous therapy and an insatiable will, Rider survived and, while her basketball career was over, her love for the water never wavered.

“I’ve never had anything that makes my heart sing like being on the water,” said Rider. “All my moments were Mercury moments. Every weekend on the lake was amazing; I lived to get on the water.”

“For me it’s unbridled bliss. You get out on the water and all the cares of the world fall away. When you find something you are passionate about, it makes you come alive. For me, it was boating. I’ve never had anything that makes my heart sing like being on the water.”

### **About Mercury Marine**

Headquartered in Fond du Lac, Wis., Mercury Marine is the world’s leading manufacturer of recreational marine propulsion engines. A \$2 billion division of Brunswick Corporation (NYSE: BC), Mercury provides engines, boats, services and parts for recreational, commercial and government marine applications,

empowering boaters with products that are easy to use, extremely reliable and backed by the most dedicated customer support in the world. Mercury's industry-leading brand portfolio includes Mercury and Mariner outboard engines; Mercury MerCruiser sterndrive and inboard packages; MotorGuide trolling motors; Mercury propellers; Mercury inflatable boats; Mercury SmartCraft electronics; Attwood marine parts; Land 'N Sea marine parts distribution; and Mercury and Quicksilver parts and oils. More information is available at [mercurymarine.com](http://mercurymarine.com).