MEDIA ADVISORY

**[insert name of marina or yacht club] Hosts “Welcome to the Water Day” to Help More People Experience Boating**

CITY, PROV (Month, Day, Year) – **[insert name of marina or yacht club]** will be holding a “Welcome to the Water Day” this XXXX, XXXX at XXXX am/pm whereby boaters are encouraged to bring their friends and family to spend the day with them on the water. Food and refreshments will be available for all guests in attendance.

“This is an exciting opportunity for those who don’t have a boat to come out and experience boating first-hand” said Tracey Hart, Director of Marketing at Discover Boating Canada. “Welcome to the Water Day allows those who are members at a marina or yacht club to invite their non-boater friends and family members to spend the day boating with them. We are thrilled that **[insert name of marina or yacht club]** is hosting this event.”

WHO: [insert name of marina or yacht club]

WHAT: Welcome to the Water Day

WHERE: [insert address]

WHEN: [insert date and time]

**About Discover Boating Canada**

Discover Boating Canada is a non-profit public awareness effort managed by the National Marine Manufacturers Association (NMMA) on behalf of the North American recreational boating industry. Discover Boating programs focus on increasing participation and creating interest in recreational boating by demonstrating the benefits, affordability and accessibility of the boating lifestyle while helping to educate potential boaters and offering opportunities to experience the fun and togetherness of being on the water in a boat.

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*[insert and contact information of marina/yacht club]*