your brain on a boat

Research shows how being on the water can make you happier and healthier

60% of Canadians report that they go to work each day feeling stressed, and one in four Canadian workers would describe their lives as highly stressful. We need to restore our minds more than ever. Blue Mind author Dr. Wallace J. Nichols finds that being on, in, or near the water brings vast cognitive, psychological and social health benefits. One of the best ways to achieve "Blue Mind" is on a boat.



Red Mind

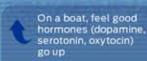
Stress, anxiety and fear cause high stress hormones.



Blue Mind

Calm, peacefulness, unity and happiness associated with water.

Blue Mind is the antidote to Red Mind





and stress (cortisol) goes down



Boating is more accessible than you think

71%
of Canadian boaters
feel they are better

able to handle stress

84%

of parents think their kids would be more likely to unplug on a boat trip versus a road trip 12 4 MM

Canadians go boating every year





THE BRAIN IS DRAWN TO BLUE ABOVE ALL





OUR BODIES

- 60%
WATER

Boating resets our brains

Water relaxes, restores & helps us reconnect



Boating is awe-inspiring

 Awe & wonder change our bodies and minds for the better



Boating induces creativity

Feel-good hormones reduce stress
 water-related play sparks creativity

Boating appeals to our senses

 Sight & sound of water increases brain & blood flow

Water takes care of us, let's return the favour. Be mindful of others, including wildlife and water quality.



The Globe and Mail, 2015; Harris Decima 2012;

^{*&}quot;Your Brain on a Boat" research report by Dr. Wallace J. Nichols;

^{*}National Marine Manufacturers Association; *Discover Boating