



**Discover Boating Encourages Boaters to  
Go Fishing with Family & Friends during National Fishing Week (July 5-13)**

BOLTON, ON (June 9, 2014) – Summer is around the corner and Discover Boating Canada is encouraging all Canadian boat owners to take friends and family on board for a fishing trip during National Fishing Week, July 5-13. National Fishing Week celebrates one of Canada's favourite pastimes as well as the adventures to be found on Canada's countless waterways, and there is no better way to explore our waterways than on a boat.

"Discover Boating invites boaters to bring friends and family that perhaps have never gone boating along for a fishing trip," said Tracey Hart, Director of Marketing for Discover Boating Canada. "If you have always wanted to get out on the water and try fishing, this week is a great time to take advantage of the boating and fishing resources available to all Canadians on DiscoverBoating.ca."

According to the 2013 Canadian Statistical Abstract released by the National Marine Manufacturers Association, 57 percent of boat owners went fishing from a boat last year. Other activities boat owners engage in while boating include: nature observation (71 percent), sightseeing (66 percent), swimming (60 percent), and entertaining family and friends (59 percent).

For those who are not boat owners, there are still ways to get fishing from a boat with family and friends during National Fishing Week. DiscoverBoating.ca offers a list of boat rental options in your area. Aspiring boaters can also order a free copy of the Beginner's Guide to Boating for information on getting started, or try out the Boat Selector Tool to find out which boat type best suits them.

Discover Boating Canada has partnered with National Fishing Week to create "Fun on the Water" colouring books to help get kids excited about the boating and fishing lifestyle. The book promotes the fun and togetherness of being with family and friends on the water.

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**About Discover Boating Canada**

Discover Boating Canada is a 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.

**For interview opportunities with fishing experts and Tracey Hart, director of Discover Boating Canada, please contact:**

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