



Recreational Boating Industry Launches Education Program to Create Safer Waterways, Better Boating Experience

Discover Boating Hands-On Skills Training to be introduced at Montreal In-Water, Toronto and Vancouver Boat Shows

Bolton, ON (August 18, 2014) – The [National Marine Manufacturers Association \(NMMA\) Canada](#) is launching [Discover Boating Hands-On Skills Training](#) for the first time in Canada, a national program to educate Canadians to become confident and safe boaters. It will provide both new and experienced boaters the opportunity to get behind the helm and receive on-water training on proper boat handling. Canadians can get their feet wet at the Montreal In-Water Boat Show September 5-7, 2014, the Toronto International Boat Show January 10-18, 2015 and the Vancouver International Boat Show January 21-25, 2015. The program has been successfully offered by NMMA at dozens of boat shows throughout the United States and has helped train thousands of boaters.

“NMMA strongly supports and encourages boater education. An educated boater is a safe boater.” said Sara Anghel, executive director/vice-president government relations NMMA Canada. “On-water training is one of the best ways for new boaters to learn the skills needed to boat safely and with confidence. When you’re more confident on the water, you have more fun and we believe this program can help create a better boating experience all around.”

[Discover Boating](#), a national program to help introduce people to boating and managed by the NMMA, recently completed trainer orientation sessions in Toronto, Montreal and Vancouver in preparation for the program’s launch at the boat shows. These sessions prepared the trainers for their work in the Discover Boating Hands-On Skills Training program so that they can begin to offer these on-water educational modules to consumers.

The Discover Boating Hands-On Skills Training program has been adapted for Canada in English and French and will feature instruction by boating experts on a variety of boating curriculum. Registration for HOST is currently available for the Montreal In-Water Boat Show September 5-7, 2014 [here](#).

Discover Boating Hands-On Skills Training has received \$87,225 in funding from Transport Canada to support the program for three years. The funding stems from Transport Canada’s [Boating Safety Contribution Program \(BSCP\)](#), which aims to increase the number of boaters who follow safe boating practices.

About NMMA: The National Marine Manufacturers Association (NMMA) is the leading association representing the recreational boating industry in North America. NMMA member companies produce more than 80 percent of the boats, engines, trailers, accessories and gear used by boaters and anglers throughout the U.S. and Canada. The association is dedicated to industry growth through programs in

public policy advocacy, market statistics and research, product quality assurance and promotion of the boating lifestyle. For more information visit www.nmma.org or www.nmma.ca.

About Discover Boating: 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 more information, please visit www.DiscoverBoating.ca.