



For Immediate Release
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It's Officially Boating Season - Let's Go Boating NJ!

Manasquan, NJ – Memorial Day Weekend is upon us marking the start of every boater's favorite season for warm, sunny days spent with family and friends on the water. Whether you're a newcomer to boating or a veteran on the water, the Marine Trades Association of New Jersey (MTA/NJ), a non-profit organization dedicated to promoting, protecting and advancing the recreational boating industry, would like to remind everyone to be safe, be prepared, and most importantly have the time of your life!

Spending summers on the water and enjoying all that New Jersey has to offer is a way of life for residents and visitors. Boating is a pastime that becomes part of your very being – part of one's psyche. In New Jersey, there are 127 miles of coastline, hundreds of miles of bay-shore, many inland lakes and tributaries and 17 of 21 counties bordering on saltwater. All of these beautiful waterways and natural resources offer enriching opportunities for self-discovery, whether it's simply enjoying the warm glow of an evening sunset on the water, fishing or enjoying water activities with children, friends and family. Recreational boating is a great way for families to spend time together and reconnect away from a busy world of electronics and activities. Exposing children to fresh air, sunshine, marine life, and the environment offers quality bonding time for everyone involved.

The Go Boating NJ initiative was launched in 2013 following the devastation from Hurricane Sandy. It was created to provide information to boaters with accurate and current updates on the condition of New Jersey's waterways. A new website, GoBoatingNJ.org was created and included videos, links and boating resources. Today, Go Boating NJ focuses solely on promoting boating in New Jersey by sharing the excitement of boating and all that it has to offer, highlighting NJ's most popular boating areas, destinations and activities and much more through social media and at goboatingnj.org

"There are so many incredible opportunities for boating fun on New Jerseys' waterways." stated Melissa Danko, MTA/NJ Executive Director. "The Go Boating NJ campaign is the perfect way for us to spread the message of boating fun to everyone. GoBoatingNJ.org is full of boating information, tips and resources, safety information, rules, regulations and much more. It is a

valuable resource for all boaters that live in New Jersey or vacation here and we hope everyone will help us spread the Go Boating NJ message!”

Every year offers new opportunities to share our love for the water and help grow the boating industry. For 2019, the Go Boating NJ campaign is launching two new initiatives:

Bring a Little Buddy Boating: Our children are the future. We must share the love of boating by taking them on the water at a young age and exposing them to its wonders. Providing children with the experience of boating today will develop a special bond with being on the water and ultimately lead them to a lifetime of happy moments and memories. In addition, creating an interest in boating in our youth may open doors for career awareness and avenues for all of the marine related jobs that are available in the industry. So, when you head out on the water this summer, make it a point to *Bring a Little Buddy Boating*. Invite your neighbors along, plan an outing with your children and their friends and most importantly set aside time just for the kids to go boating and have fun!

Boat Friendly: Boating safely and boating friendly go hand-in-hand. There are certain customs that we, as boaters, must respect in order to enjoy a day on the water. This can be as simple as waving to your fellow boater, being mindful of your wake and other boaters around you, easing off the throttle when needed, or lending a hand to someone in need. A little kindness and consideration for your neighbor goes a long way on the water! Make this the summer you *Boat Friendly!*

Show Your Support: Businesses can become a yearly sponsor of the Go Boating NJ campaign with a donation of \$500 for MTA/NJ members and \$900 for non-members. Sponsors will be listed on the GoBoatingNJ.org website, promoted in social media channels, news releases and more. All funds raised will directly support New Jersey’s recreational boating industry.

Follow us: Be sure to follow GoBoatingNJ on social media and check with us often for new information, boater resources, and exciting updates. We will also be posting tips and resources on these initiatives on the [GoBoatingNJ Facebook page](#) this summer. See you on the water!

About the MTA/NJ

The Marine Trades Association of New Jersey (MTA/NJ), established in 1972, is a non-profit organization dedicated to promoting, advancing and protecting the recreational marine industry and waterways in the State of New Jersey. The MTA/NJ is dedicated to the interests of the industry as a whole for the benefit of its individual members and the consumers whom they serve. In addition to many accomplishments, the MTA/NJ produces two boat shows, the Jersey Shore Boat Sale & Expo held in September at FirstEnergy Park in Lakewood and the New Jersey Boat Sale & Expo held in February at the New Jersey Convention & Expo Center in Edison. The MTA/NJ proudly endorses the Progressive Insurance Atlantic City Boat Show.