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FOR IMMEDIATE RELEASE

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**Discover Boating Launches National Video Campaign Created by Boaters
Four Winning Spots from 'i-Discovered Boating' Video Contest to Run on Web,
Cable**

CHICAGO (February 8, 2010) – [Discover Boating](#), the recreational boating industry's national awareness campaign, announced today the release of four videos created from the winners of its 2009 video contest, [i-Discovered Boating](#), which showcases Americans' love of the boating lifestyle.

The videos creatively communicate why boaters are passionate about being on the water via real-life boaters who captured their passion on video as part of the national contest. The four videos, available in lengths of 15, 30 and 60 seconds, address four different segments of boating (fishing, powerboating/cruising, sailing, watersports) with each video telling a unique story about boaters' love for boating.

"Through this campaign we will leverage Discover Boating's extensive social media program to reach a broad base of consumers," notes Carl Blackwell, chief marketing officer for Discover Boating. "Each video is seen through the eyes of an actual boater and illustrates their emotional connection to the boating lifestyle and these videos help us share that message with millions of potential boaters."

The four videos are scheduled to run on cable television on the Outdoor Channel and on national websites, including AccuWeather.com, Marinas.com, OutdoorChannel.com, TakeMeFishing.org and more. Discover Boating is encouraging the industry to help extend the reach of the campaign by posting the videos to their company or association websites and sharing them through social media outlets.

All videos are available now and can be [downloaded from GrowBoating.org](#). Thom Dammrich, president of the National Marine Manufacturers Association and Grow Boating, Inc. will share the videos as part of his state of the industry presentation in Miami Beach during the Miami International Boat Show and Strictly Sail Miami on Thursday, February 11 at 5:30 p.m. in room A101/A102.

The four Discover Boating boater-generated videos are:

Fishing

Title: Sophie Discovers Boating
Created by: Andy Anderson – San Diego, Calif.

Powerboating/Cruising

Title: What Can You Discover When You Discover Boating?
Created by: David Knight – Pittsboro, N.C.

Sailing

Title: Day on the Water
Created by: Guy Baker – Portland, Ore.

Watersports

Title: Isn't it Time You Discovered Boating?

Created by: Justin Spence – Dallas, Texas

Click [here](#) to view and download the videos for use on your website.

The *i-Discovered Boating* contest received nearly 300 video and photo entries during the summer of 2009. Boaters across the nation took to the water to show how they 'Discovered Boating' and why life is better with a boat for a chance to win up to \$10,000 and to have their work featured in a national Discover Boating campaign.

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About Discover Boating

Discover Boating is a national awareness campaign developed by the North American recreational boating industry and managed by the industry's trade group, the [National Marine Manufacturers Association](#). Discover Boating programs focus on improving the boating experience and building interest in recreational boating by providing a resource for Americans to explore the benefits, affordability and accessibility of the boating lifestyle. To find out more, visit [DiscoverBoating.com](#).