

# GoBoatingNJ.org



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## **It's Officially Summer - Let's Go Boating NJ!**

**Manasquan, NJ** – Today is the first day of summer; the start of every boater's favorite season for beautiful days spent with family and friends on the water. Whether you're a newcomer to boating or you're 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 fun!

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, more importantly, can be a very valuable experience for children that provides plenty of learning opportunities. 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 to provide boaters throughout the Region with accurate and current information on the condition of New Jersey's waterways. When Hurricane Sandy came ashore in late October 2012, reports of unprecedented destruction to marine facilities, navigation aids and channels left boaters wondering if there would be a boating season in 2013. The initiative was launched to address those concerns by providing coverage of the restoration efforts taking place each day by scores of volunteers and organizations, as well as municipal, state and federal agencies. A new website, [goboatingnj.org](http://goboatingnj.org) was created and included videos, links and boating resources.

In 2017, Go Boating NJ will promote boating all season long through our social media outlets, news releases and the website. "The Go Boating NJ campaign will be sharing boating

information, tips and resources as well as highlighting some of NJ's most popular boating areas,” stated MTA/NJ Executive Director, Melissa Danko. “The GoBoatingNJ.org website is a valuable resource for all boaters that live in New Jersey or vacation here.”

The GoBoatingNJ.org website directly links to safety information, rules and regulations from the United States Coast Guard and the New Jersey State Marine Police. The site also includes a multitude of clean boating practices, a list of launch sites, pump out locations and more.

Businesses can also 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, social media channels, news releases and more, and funds raised will directly support New Jersey’s recreational boating industry.

Be sure to follow GoBoatingNJ on Facebook and check with us often for new information, boater resources, and exciting updates.

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.