



Sample News Release

A news release can go a long way in promoting your Welcome to the Water on National Marina Day event and encouraging community participation in your activities. Issue this release to local media and community organizations, and post it in local government offices and other public places. However you choose to distribute this, be sure to time the release to maximize the exposure of your special events.

(NAME OF MARINA) Schedules Celebration of Welcome to the Water on National Marina Day, (DATE)

(CITY, STATE), (DATE)—As part of a nationwide observance, (NAME OF MARINA) is celebrating Welcome to the Water on National Marina Day on (DATE OF NMD).

“Welcome to the Water on National Marina Day is a celebration of boating,” said (TITLE AND NAME OF OWNER OR OPERATOR). “As families search for fun outdoor activities that everyone can enjoy we want to encourage them to give boating a try. Existing boaters are always ready to celebrate with a day on the water, but on this day we ask them to bring a non-boater out to share the experience. We hope you will visit (NAME OF MARINA), learn about your boating, and enjoy the events we have planned.”

(NAME OF MARINA)’s Welcome to the Water on National Marina Day activities include:

* (INSERT A BULLETED LIST OF PLANNED ACTIVITIES, INCLUDING EVENT DETAILS SUCH AS LOCATIONS AND TIMES, AS WELL AS THE NAMES AND OFFICES OF ANY VISITING LOCAL OFFICIALS.)

"Now, more than ever, Americans need outdoor, safe, family-friendly ways to spend their leisure time. Welcome to the Water on National Marina Day introduces boating as just such an activity and reminds our existing customers and our community that (NAME OF MARINA) is a local, environmentally-friendly, beautiful gateway to on-the-water fun."

Welcome to the Water on National Marina Day is produced by the Association of Marina Industries, and Discover Boating. For more information visit www.nationalmarinaday.org.

