



## **Press Release: Northwest Marine Trade Association (NMTA)**

### **Northwest Marine Trade Association Announces Grow Boating Grants**

#### **Funds available for non-profits promoting boating in the Northwest**



SEATTLE – November 11, 2014 – The Northwest Marine Trade Association (NMTA) is pleased to announce a grant program for non-profits seeking assistance in promoting boating in the region. The grants are being awarded through the NMTA’s Grow Boating program whose mission is to increase the number of boaters and encourage current boaters to boat more often. Since 2003, NMTA has spent more than \$1M to promote boating in the Pacific Northwest through various events, sponsorships and programs. The NMTA will award up to \$9,000 to one or more organizations by April 3<sup>rd</sup>, 2015. The application can be downloaded at: [www.NMTA.net/grant](http://www.NMTA.net/grant).

“We are very excited to make these grants available to help promote boating in the region,” said George Harris, NMTA’s president. “Our own efforts and programs have introduced boating to well over a million people since 2003. These grants should help us build new partnerships in the community to spread the benefits and joys of boating to even more.”

Applications must fall into one the following categories:

- **Youth Boating Grant**

Awarded to a group or organization seeking funding support for an event or program aimed specifically at **getting or increasing youth participation in boating activities.**

- **Discover Boating Grant**

Awarded to a group or organization seeking funding support for an event or program aimed specifically at **introducing new people to boating.**

- **Boater Education / Safety Grant**

Awarded to a group or organization seeking funding support for an event or program aimed specifically at **educating new or current boaters on how to be safe on the water.**

Completed applications must be received by February 6, 2015. Grants will be awarded by April 3rd 2015.

To apply for a NMTA Grow Boating grant, visit [www.NMTA.net](http://www.NMTA.net) or [www.NMTA.net/grant](http://www.NMTA.net/grant) and download a grant application. For questions, contact Karsten McIntosh at NMTA: [karsten@nmta.net](mailto:karsten@nmta.net) or 206-634-0911.



### **Background on NMTA Grow Boating**

The NMTA established a separate program called Grow Boating in 2003 to promote the benefits and lifestyle of boating in the region. The program's mission is to increase the number of boaters and encourage current boaters to boat more often through the development of new programs, events and promotions. NMTA's Grow Boating program is funded by a portion of space rental fees collected by the association at its Seattle Boat Show each January.

In addition to the available grants, NMTA Grow Boating funds a promotional campaign called the Northwest Salmon Derby Series – partnering with 15 derbies around the region to promote and increase participation in those fishing events. The NMTA's Grow Boating program also offers sailing ride giveaways (via the Seattle Boat Show website) to popular regional sailing events, has funded a grassroots wakeboard competition, and in 2013 launched an innovative promotion that harnessed the power of social media tools through a contest titled, “#iwantaboat.”

### **About the Northwest Marine Trade Association**

The NMTA is the nation's largest regional marine association. It represents more than 700 companies in the recreational boating industry, including boat dealers, boat brokers, marinas, boatyards, manufacturers, retailers and suppliers of boating accessories and services. The NMTA's mission is to promote the growth of recreational boating and members' businesses. The NMTA produces the Seattle Boat Show, the West Coast's largest boat show and the Northwest Paddling Festival. Additional information is available at [www.nmta.net](http://www.nmta.net).

