



# NEWS RELEASE

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FOR IMMEDIATE RELEASE

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## **Calling All Land Lubbers: New Seminar Series Will Help You Gain Your “Sea Legs” Boatboy Marine Training Announces “BLISS” aimed at bringing non-boaters into the Boating Lifestyle**

MOORESTOWN, NJ (November 20, 2009) – Boatboy Marine Training (BMT), an industry leader in specialized on-the-water instruction, has created “BLISS”, a Boating Lifestyle Introductory Seminar Series geared towards those who’ve never stepped foot off dry land.

“The BMT team had an increase in training non-boat owners this year surprisingly, since given this tight economy there were less people buying boats. I think the interest in the boating lifestyle maybe increasing because people are realizing what’s important in this economy, such as spending time with family and friends,” said founder & president of Boatboy Marine Training Captain Russ Cohen. “There are few places to actually drive a boat, anchor it, dock it and just get the feel for the lifestyle. This new series will give them the opportunity to really experience the joys of the boating lifestyle.”

“BLISS” does away with the pressures of buying a boat before trying a boat! It offers a prospective boater an opportunity to learn all the aspects of boat buying in a 4-hour classroom setting. Afterward the attendees will go on-the-water, on a boat with a United States Coast Guard licensed professional Captain for 4 hours of hands-on learning, piloting, crewing, docking, anchoring. There is also an opportunity to experience a “dock & dine” at a local restaurant for lunch.

“BMT has been training new & novice boaters for over 10 years and we’re experts at on-the-water instruction. In short, we know how to bring people in to boating,” said Captain Cohen. “BLISS is an affordable, safe, fun way to experience the boating lifestyle with no pressure to buy.”

The “BLISS” curriculum offers interactive, email & online instruction including over 50 website links, attachments, forms and a complete presentation. Take-home materials will provide what is covered while cruising on the boat. BMT offers unbiased information so anyone can make an educated decision when buying a boat.

For additional information or to view dates and locations visit [www.boatboymarinetraining.com](http://www.boatboymarinetraining.com) or call (800) 493.9514.

### **About Boatboy Marine Training:**

Boatboy Marine Training (BMT) is an industry leader in Specialized on-The-Water Instruction. Our goal is to offer the best, most comprehensive "Hands-on" training to the recreational boater and industry on Their boat, at Their dock, on Their waterway, the best environment to learn in. Our Captains are professional mariners with more than 20+ years of experience training on all boat makes, models and on all waterways. Our customers receive a Handbook, Safety Package and Certificate for insurance discounts. BMT offers specialized services to the marine industry. BMT is fully insured and members of Marine Trades of NJ, Southwest FL Marine Industries Association, National Safe Boating Council, Boat/US Safety Foundation, Sea\\Tow, American Professional Captains Association and has training partnerships with Marine University Boater 101 and National Marine Manufacturers Association. At Boatboy Marine Training, we Leave the Dock!

### **Mission Statement:**

Our Hands-on training bridges the gap from classroom instruction to practical, actual experience. We teach boating with a Fun organized curriculum using USCG licensed, experienced, tested, professional Captains offering the driving portion of instruction. Our customers gain confidence, as they become safe, skilled boat operators. They learn to enjoy the Boating Lifestyle on their boat, at their dock, on their waterway with their family and friends.