

your brain on a boat

Research shows how being on the water can make you happier and healthier

60% of Canadians report that they go to work each day feeling stressed, and one in four Canadian workers would describe their lives as highly stressful.¹ We need to restore our minds more than ever. Blue Mind author Dr. Wallace J. Nichols finds that being on, in, or near the water brings vast cognitive, psychological and social health benefits. One of the best ways to achieve "Blue Mind" is on a boat.



Red Mind

Stress, anxiety and fear cause high stress hormones.



Blue Mind

Calm, peacefulness, unity and happiness associated with water.

Blue Mind is the antidote to Red Mind

On a boat, feel good hormones (dopamine, serotonin, oxytocin) go up
and stress (cortisol) goes down



Boating is more accessible than you think

71%²

of Canadian boaters feel they are better able to handle stress

84%⁵

of parents think their kids would be more likely to unplug on a boat trip versus a road trip

12.4 MM⁴

Canadians go boating every year

Why we are drawn to the water



THE BRAIN IS DRAWN TO BLUE ABOVE ALL COLOURS³



OUR BRAINS — 75% WATER³



OUR BODIES — 60% WATER³

Boating resets our brains

- Water relaxes, restores & helps us reconnect



Boating is awe-inspiring

- Awe & wonder change our bodies and minds for the better



Boating induces creativity

- Feel-good hormones reduce stress & water-related play sparks creativity

Boating appeals to our senses

- Sight & sound of water increases brain & blood flow

Water takes care of us, let's return the favour. Be mindful of others, including wildlife and water quality.

¹The Globe and Mail, 2015; ²Harris Decima 2012;

³"Your Brain on a Boat" research report by Dr. Wallace J. Nichols;

⁴National Marine Manufacturers Association; ⁵Discover Boating

Learn more at
DiscoverBoating.ca

