



BC Boating Week Advisory

May 10, 2018

Spring is finally in the air and that means we are approaching the start of the recreational boating season. We hope you will join Boating BC Association in celebrating the occasion in your community and region.

This year, our Association was successful in having the Province officially proclaim May 14-21 **BC Boating Week**. This is perfect timing, as it precedes the Victoria Day Long Weekend, which is the traditional kick-off for the boating season across the province.

How can you participate?

We encourage you to highlight that May 14-19 has been proclaimed BC Boating Week on your website or other public facing information and provide a link to boatingbc.ca for additional information.

Visit www.boatingbc.ca to view the Boating BC **calendar of events** and a **directory** of BC Boating business members searchable by community, who offer a variety of services and boating-related opportunities that you may wish to highlight for families in your area.

We also invite you to follow us on Twitter, Facebook and Instagram (@boatingbc, #BCBoatingWeek) for information that highlights activities in advance of, during and following BC Boating Week – and invite you and your followers to provide photos or information to highlight activities in your community that we can share.

There is no better way to see BC than on a boat and BC offers some of the most spectacular boating in the world. We want everyone to enjoy the magic of boating in BC and hope you'll join us in inviting everyone to get out on the water. It's easy to get started, anyone can rent a kayak, stand up paddle board, power boat or personal watercraft. There is no training necessary, the rental agency will ensure people have everything they need.

Immediately following BC Boating Week is National Safe Boating Week, May 19-24. We'll be promoting safe boating messages throughout that week – encouraging everyone to be responsible this season. Staying safe on the water is easy to do by following a few simple steps: wear your PFD, don't boat while impaired, be appropriately trained and be prepared for your journey.

Boating has no barriers. It is available to everyone and we hope that you will join us in highlighting why BC is better on a boat!

Lisa Geddes is the Executive Director of Boating BC, the voice of recreational boating in BC, that is comprised of 320- member companies that represent all aspects of the boating industry. Recreational boating contributes \$2.2 billion annually to the provincial economy and employs 17,000 full time employees. The industry has grown by 30 per cent over the last six years.

Because BC is better on a boat!™