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SECRET TO A STRESS FREE LIFE MAY BE ON THE WATER
Boaters Return to the Docks in Search of Stress Relief

CHICAGO (2007) — When you stop to examine the sources of stress Americans encounter each day, it's enough to make you feel, well, stressed out. According to a survey conducted by Discover Boating and Russell Research, boaters turn to the water for peace and relaxation; 93 percent of boaters said their favorite hobby was a source of stress relief.

The survey uncovered more good news for boaters, as it seems the calming benefits of time spent on a boat continue while on land. Boaters expressed greater satisfaction with many quality of life aspects, including their physical fitness, health, love lives and performance of their children in school.

"Boating is an activity that takes you away from the daily grind and stress of everyday life," said sociologist and relationship expert Pepper Schwartz, PhD. "When Americans experience high anxiety, relaxing with friends, bonding with your family, or simply enjoying peace and solitude on a boat, is a perfect way to find relief."

Find Smooth Sailing

More than 72 million Americans discovered why life is better with a boat by taking to the water in 2006. According to the survey, boaters outscored their non-boating counterparts in a number of quality of life issues which may help lower one's overall stress level, including:

- Feeling fit and healthy has been shown to reduce one's overall stress levels: Boaters stated they were more satisfied with both their physical health and fitness than non-boaters.
- Those fit and healthy feelings also carry over to the kids: Boaters said they were more satisfied with the physical health and fitness of their children than non-boaters.
- Something about being on the water leads to romance: Boaters were more satisfied with their love lives than non-boaters.
- Children who are active on the water are also active in the classroom: Boaters said they were more satisfied with the grades their children received in school than non-boaters.

Boating's Closer Than You Think

The stress-relieving benefits of boating are closer than you may think, both in terms of affordability and location. Many assume boating is strictly the pastime of the denizens of islands and coastal communities. However, 90 percent of Americans live an hour or less from a navigable body of water, so chances are there's a place near you to chart your course.

Contrary to popular belief, boating isn't just for the rich and famous. Financing packages can put you in the captain's chair for less than \$200 a month. What's more, three out of every four boat owners have a household income of less than \$100,000. If you're looking for a larger tax refund, some boats can be classified as a second home, which could mean extra savings at tax time.

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Find the Boat That's Right for You

Take the stress out of the boat buying process with a visit to DiscoverBoating.com. Whether you're a first-time buyer or seasoned skipper, the site offers something for everyone. Navigate the boat selector to match your needs with the best boat for you, find tips on keeping your boat ship shape, explore destinations around the U.S., learn about safety, access a complete list of boat shows and sign up to receive a *Get Started in Boating* DVD.

For more information, visit www.DiscoverBoating.com.

About Discover Boating

Discover Boating is a national awareness campaign developed by the recreational boating industry and managed by the National Marine Manufacturers Association (NMMA.) Discover Boating programs focus on improving the boating experience and building interest in recreational boating by demonstrating the benefits, affordability and accessibility of the boating lifestyle, while helping potential boaters experience why life is better with a boat. Each year more than 72 million people in the U.S. enjoy boating. To find out more, visit www.DiscoverBoating.com.

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