

MASSACHUSETTS MARINE TRADES ASSOCIATION



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MASSACHUSETTS KIDS BOATING DAY/WEEK RECAP

Massachusetts KIDS Boating Day was created in 2017 by the Massachusetts Marine Trades Association (MMTA). Its purpose is to support and promote youth boating events around the state with the goal of introducing younger people to recreational boating in Massachusetts. In 2017 there were four registered events that took place on a single day, with approximately 2,500 attendees at the various events. In an effort to expand Mass KIDS Boating Day, in 2018 the initiative was extended to cover nine consecutive days, from June 2 - June 10. Also, because a goal for 2018 was to promote both youth boating *and* fishing events taking place around the state, the dates were selected to coincide with Great Outdoors Month ([Great Outdoors Month](#)) and National Fishing and Boating week ([National Fishing & Boating Week](#)). So, what was originally Mass KIDS Boating Day expanded into Mass KIDS Boating & Fishing week this year.

The goal of increasing the events and attendance numbers in 2018 has been successful. This year there were eight registered events, three of which were new, and total attendance exceeded 5,000 — a doubling of the 2017 numbers. This year's eight events were: *Touch a Boat* events in **Newburyport, Hingham, Charlestown, Nantucket** and **South Hadley**; a lakeside event in **Webster**; and two youth fishing tournaments, one in **Newburyport** and one in **Foxboro**.

Event activities included: *boat trips, boat tours, fishing tournaments and demos, kid-friendly vendor tables, critter cruise, games, arts and crafts, life jacket and boating safety information, diving lessons, music, roving pirates, touch tanks, tall ship tours, police, fire and Coast Guard boats, and more.*

The decision to include and promote fishing events this year was driven by the fact that almost 70 percent of boaters use their boats for fishing, and the two industries, boating and fishing, go hand in hand. We believe offering both boating and fishing events will expose younger people to the healthy, family-friendly benefits of both activities. "I feel strongly that the more young people we can get involved with boating and fishing today, the more likely it will benefit our industry tomorrow," said MMTA Executive Director Randall Lyons. More than 70 percent of adult boaters started boating when they were kids, and the MMTA recognizes the importance of this statistic and is working hard toward the goal of getting future boaters and fishers "hooked" at a young age.

For more information on **Mass KIDS Boating Day/Week** please visit: www.masskidsboatingday.org. Thank you to the Recreational Boating and Fishing Foundation and Mass Fish and Wildlife for the collaborative grant to help support Mass KIDS Boating Day/Week.



Constitution Marina Touch a Boat event



Nantucket Boat Basin Touch a Boat event



Lakeside Kids Event – Webster, MA



Newburyport Touch a Boat event



Constitution Marina Touch a Boat event



Foxboro Youth Fishing Tournament



Foxboro Youth Fishing Tournament winners



Newburyport Youth Services Fishing event Winners



Constitution Marina Touch a Boat event



Lakeside Kids Event – Boat Races