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## **RUSHTON GREGORY INKS MARKETING AGREEMENT WITH UNITED STATES POWER SQUADRONS®**

America's Boating Club® Selects Industry's Top Marketing Firm to Manage its Public Relations, Media Planning and Social Platforms

**Lee, N.H.** – Rushton Gregory Communications, a marketing communications agency specializing in the marine, outdoor, automotive and consumer electronics markets, announced today the latest addition to its industry-leading client roster, United States Power Squadrons®. Tasked with helping to officially introduce the organization's new name, America's Boating Club®, Rushton Gregory will provide public relations, media management, advertising and social media services.

The country's largest nonprofit boating organization, United States Power Squadrons is dedicated to making boating safer and more enjoyable by teaching classes in seamanship, navigation and related subjects. The organization also serves as a virtual "yacht club" with boating and social activities for all types of recreational boaters. Members are boating families who contribute to their communities by promoting safe boating through education. United States Power Squadrons has over 27,000 members organized into 356 squadrons across the country.

"For more than 100 years, United States Power Squadrons has been leading the way on the importance of boater safety education," said Louie Ojeda, chief commander, United States Power Squadrons. "We will continue this important mission as we launch America's Boating Club. Being a member of our organization is about friendships, bettering our community and being the most confident boater you can be. This is the purpose of the America's Boating Club and we are delighted to work with Rushton Gregory in our marketing efforts."

"United States Power Squadrons is a venerated authority on boating safety in the process of a compelling transition in branding aimed at bringing boating safety to the masses," said Andrew Golden, principal and co-founder, Rushton Gregory Communications. "We look forward to promoting the organization's boating and social events, as well as its online training classes and webinars, to help an expanding group of boaters become more confident in their abilities."

To learn more about United States Power Squadrons and America's Boating Club, visit [www.americasboatingclub.org](http://www.americasboatingclub.org). For more information on Rushton Gregory and any of its clients, visit [www.rushtongregory.com](http://www.rushtongregory.com).

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### **About Rushton Gregory Communication, LLC:**

Rushton Gregory offers strategic marketing communications services to the marine, outdoor, automotive and consumer electronics markets. Headquartered in Lee, New Hampshire with offices in Portland, Maine, the company maintains an international client list. Founded in 2005, the Rushton Gregory team employs a straightforward, results-orientated marketing approach that is designed to maximize client exposure in specific markets.

America's Boating Club® is a trademark of the United States Power Squadrons®.