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## **AMERICA'S BOATING CLUB® UNVEILS NEW LOGO**

America's Largest Nonprofit Boating Organization Begins Promotion Of Its New Brand

**Raleigh, N.C.** – United States Power Squadrons® – America's Boating Club®, the country's largest nonprofit boating organization, announced today the launch of its new logo. This is the first of several planned updates in the organization's new brand image and identity. Changes to the organization's website, social media platforms and collateral are expected in the coming weeks.

"We are United States Power Squadrons but we are also America's Boating Club," said Louie Ojeda, chief commander, United States Power Squadrons. "This is not just a name change, it describes what we do. We go boating and have fun doing it. Over time our squadrons have evolved to become social clubs as well as providers of high quality boating education – allowing members to enjoy the sport and camaraderie of boating and any number of activities that keep us together. Togetherness is what this lifestyle is all about. We joined the organization for the boating education, but we stayed for the friends."

Offering classes *For Boaters, By Boaters*<sup>SM</sup> in seamanship, navigation and related subjects, United States Power Squadrons – America's Boating Club serves as a virtual "yacht club" with boating and social activities for all types of recreational boaters. With over 27,000 members organized into 356 squadrons across the country, America's Boating Club is comprised of families who contribute to their communities by promoting safe boating through education.

"Our commitment is to continue learning, teaching, laughing and helping our fellow members enjoy boating," continued Ojeda. "Whether you're passionate about cruising, racing, making new friends, volunteering in your community or learning from experienced boaters, your local squadron has the resources you need to engage your passions and, perhaps, instill some new ones."

In February of 2017, the United States Power Squadrons announced its America's Boating Club co-brand to its squadrons, following an almost yearlong re-naming exercise. To learn

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more about United States Power Squadrons – America's Boating Club, visit [www.americasboatingclub.org](http://www.americasboatingclub.org).

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### **About United States Power Squadrons – America's Boating Club:**

United States Power Squadrons is America's Boating Club. A non-profit educational organization founded in 1914, the United States Power Squadrons is dedicated to making boating safer and more enjoyable through classes in seamanship, navigation and other 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.

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