



FACT SHEET

Discover Sailing: *The Ultimate Adventure*

WHO

Sail America, the exclusive U.S. sailing industry trade association, is comprised of 650+ members representing leading companies involved in the sailing business.

WHAT

Sail America members collectively planned and launched a national marketing campaign designed to introduce prospective sailors to the sailing lifestyle. This national marketing initiative is called **Discover Sailing: *The Ultimate Adventure***.

WHEN

The campaign was launched in October 2001 and continues today as the premiere marketing outreach program for the U.S. sailing industry.

WHERE

Sail America's U.S. headquarters are located at 850 Aquidneck Avenue #84, Middletown, Rhode Island 02842; Telephone is 1-800-817-SAIL. The campaign is national in scope with various events and activities happening in conjunction with Strictly Sail™ boat shows and the National Marine Manufacturers Association Discover Boating Mobile Marketing Tour.

HOW

The campaign is executed in various initiatives.

The cornerstone component is a national and international award-winning DVD entitled **Discover Sailing: *The Ultimate Adventure***. This 17-minute DVD is action-packed and includes an introduction to the sailing lifestyle and

sport with segments featuring industry experts who talk about sailboat shows, racing, instruction, charter vacations and more. One of the more powerful segments include numerous testimonials of enthusiastic sailors ranging in age from youngsters to seasoned salts, all of whom have discovered the ultimate adventure firsthand.

The DVD is made available free of charge (shipping and handling costs only) via online orders at www.discoversailing.com.

Other aspects of the program include print advertisements, a professionally produced Public Service Announcement packet made available to advertisers free of charge (includes color print ads and web banners), online marketing efforts including a monthly e-news feature to an opt-in database, and public relations activities. Sail America also sponsors a Discover Sailing kiosk at many of its Strictly Sail boat shows which provides free introductory rides on a sailboat. Sail America is also a co-sponsor with Hunter Marine of the NMMA Discover Boating Mobile Marketing Tour which stops at outdoor and waterfront events throughout the nation to introduce the boating and sailing lifestyle.

CONTACT INFORMATION

The advertising and PR firm of record for Sail America and the creative director of the Discover Sailing: The Ultimate Adventure DVD is Kenton Smith Advertising & PR, 225 East Robinson Street, Suite 570, Orlando, FL 32801.

For media information about **Discover Sailing: *The Ultimate Adventure*** please contact agency President Wanda Kenton Smith at 407 856-6680 or email wanda@kentonsmithadv.com

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