



United States Power Squadrons®
We Are
America's Boating Club®



FOR IMMEDIATE RELEASE

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**America's Boating
Channel Launches
Seventh Season**



"WHY WEARING A LIFE JACKET IS COOL" Will Be First Video to Premiere

Raleigh, NC, 1 June 2023 – **America's Boating Channel™**, the U.S. Coast Guard funded boating safety and boater education video service of United States Power Squadrons® (USPS)- America's Boating Club® (ABC), will publicly debut its new season of twelve videos across its smart TV, online, and mobile distribution platforms starting in June.

In making the announcement, **USPS-ABC Chief Commander Craig Fraser** remarked, **"We're excited to introduce America's Boating Channel's seventh season of original non-duplicated boating safety and boater education videos. This year's slate of titles reflects a sharpened focus on critical safety considerations, operational guidance, and electronic aids to navigation."**

The first video in the new series, **WHY WEARING A LIFE JACKET IS COOL**, will premiere on Fire TV, Roku, and YouTube, as well as Facebook, Instagram, Twitter, and other social networks at **8 PM EDT on Thursday June 1.**

WHY WEARING A LIFE JACKET IS COOL asks a series of "What if..." questions about contemporary life jackets. Viewers will learn the benefits of wearing life jackets while underway on boats. Also featured are tips to consider when buying a new life jacket.

Every ten days throughout the boating season, **America's Boating Channel** will launch a new video. Upcoming Season Seven titles include **SLIPS, TRIPS, AND FALLS; PARTNER IN COMMAND; DISEMBARKING HAZARDS; BOATING WITH SMALL CHILDREN; ENGINE FAILURE CAUSES & CURES; TOWED SPORTS SAFETY; TYING DOCK LINES; INTRODUCING AIS; MARINE RADIO ETIQUETTE; NAVIGATING LOCKS;** and **BORDER CROSSING.**

Smart TV viewers can subscribe to America's Boating Channel for free on Roku and FireTV. On Roku, viewers can select Store using their Roku remotes, click on Channels, search for Americas Boating Channel, and then add the channel. On FireTV, viewers can go to Apps on their FireTV Main Menu, search for Americas Boating Channel, select Get, and then download the app.

Online, the best way to view the videos is to subscribe at no charge to America's Boating Channel on YouTube,

About America's Boating Channel

America's Boating Channel™ is produced for United States Power Squadrons® (USPS) by Lafferty Media Partners (LMP) under a grant from the Sport Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard. The service features professionally produced, high-definition, safe boating and boater education videos, along with boating themed entertainment and informational television programs. America's Boating Channel has been recognized with the National Boating Industry Safety Award as the 2021 Top Marine Media Outlet, and with the 2022 International Boating and Water Safety Summit Communication Award for the top Video Public Service Announcement (PSA) Series. [**AmericasBoatingChannel.com**](https://AmericasBoatingChannel.com)

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