

DISCOVER BOATING™

"SEE YOU OUT HERE" TV PUBLIC SERVICE CAMPAIGN



This is a Connect360 EPK™ (Electronic PSA Kit). EPK™ is a trademark owned by Connect360 Multimedia.

ABOUT DISCOVER BOATING

We're your go-to resource for life on the water—whether you're just curious, just getting started or are in search of inspiration for your boating adventures.

Out here freedom rules. Out here you'll find yourself chasing waves. Or chasing fish.

Out here you'll find total exhilaration. And moments of pure relaxation. Out here you'll discover just where you belong. Out here you'll find your community.



Learn more about Discover Boating

[DISCOVERBOATING.COM](https://www.discoverboating.com)



[FACEBOOK](#)



[INSTAGRAM](#)



[TWITTER](#)



[YOUTUBE](#)

[Download the PDF version](#)

Dear Public Service Director,

Boating helps people create unique, personal experiences – those special moments, feelings and freedoms only boating delivers. When it's time to get outside and enjoy the restorative benefits of being on the water, it's important that we all remember to recreate responsibly – because fun boating and safe boating go hand-in-hand.

Discover Boating's new campaign, "See You Out Here" celebrates boaters from all backgrounds in an open invitation to explore life in, on and under the water. As part of the National Marine Manufacturers Association (NMMA), Discover Boating acts as the go-to resource for life on the water, whether you're just curious, just getting started or are in search of inspiration for your boating adventures.

We hope you will help inform your audiences about the fun, freedom, inclusivity, and sense of community that is special to life on the water by airing the new PSAs "**Anthem**" (:60), "**Mini Anthem**" (:30), "**Faces**" (:30) and "**Family**" (:15). These PSAs demonstrate the various ways in which people enjoy their time on the water, whether it be fishing, water sports, swimming or just spending time with friends and family. The PSAs also encourage viewers to visit DiscoverBoating.com for more information on how they can recreate responsibly while boating and fishing. We hope you will air these PSAs, which have no end date for use, as soon and as often as possible.

If you have any questions regarding these PSAs, please contact our distribution representative, Shaliza Thomas at Connect360 Multimedia (sthomas@c360m.com; 212-624-9187).

Thank you in advance for your support of this campaign.

Sincerely yours,

Maggie Maskery

Maggie Maskery
Director of Consumer Public Relations
Discover Boating

Anthem

Discover Boating is your go-to resource for life on the water—whether you're just curious, just getting started or are in search of inspiration for your boating adventures. Out here you'll find your community.

To learn more, please watch the new PSA titled "**Anthem**" (:60). **These PSAs have no end date for use.** We ask that you please air our PSAs as soon and as often as possible.



TV PSA SCRIPTS

"Anthem" (:60)

NARRATOR V/O: (singing) In the morning I wake. Another beautiful day. I finally figured the recipe. A bit of give and take in life it is what you make. Nothing petty can get to me.

NARRATOR V/O: (singing) A little bit slow. A little bit of go. A little bit of high. A little bit of low.

NARRATOR V/O: (singing) Ooh, live for the moment. Ooh, live for the time.

NARRATOR V/O: (singing) Ooh, live for the moment (Come on live for moment). Ooh, live for the time. (Live for the time)

NARRATOR V/O: (singing) Ooh, live for the moment (For the moment). You get yours and I'll get mine.

"Mini Anthem" (:30)

NARRATOR V/O: (singing) Ooh, live for the moment (Come on live for moment). Ooh, live for the time. (Live for the time).

NARRATOR V/O: (singing) Ooh, live for the moment (For the moment). You get yours and I'll get mine.

NARRATOR V/O: (singing) Getcha, getcha, higher, higher. Getcha, getcha, higher, higher

TV PSA SCRIPTS

"Faces" (:30)

NARRATOR V/O: (singing) Ooh, live for the moment (Come on live for moment). Ooh, live for the time. (Live for the time).

NARRATOR V/O: (singing) Ooh, live for the moment (For the moment). You get yours and I'll get mine.

NARRATOR V/O: (singing) Getcha, getcha, higher, higher. Getcha, getcha, higher, higher

"Family" (:15)

NARRATOR V/O: (singing) Ooh, live for the moment (Come on live for moment). Ooh, live for the time. (Live for the time).

NARRATOR V/O: (singing) Ooh, live for the moment (For the moment). You get yours and I'll get mine.

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

<https://psaconnect.c360m.com/db/>

No End Date For Use

"Anthem" (:60)

"Mini Anthem" (:30)

"Faces" (:30)

"Family" (:15)

Please let us know your preferences on receiving
PSAs by contacting:

Shaliza Thomas: via e-mail at sthomas@c360m.com
or by phone at (212) 624-9187.

DISCOVER
BOATING™