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Issue Date: 4/30/2008, Posted On: 4/30/2008

Boat Owners Association, magazine join forces

Mad Mariner, an independent online magazine and resource for boaters, has formed a partnership with Boat Owners Association of the United States to expand their online services and resources.

Mad Mariner now provides a custom news feed on the BoatU.S. Web site, giving members up-to-date information about recreational boating and the issues that surround it. BoatU.S. has provided Mad Mariner with select items from its BoatU.S., Seaworthy and Trailing magazines. The association also is developing an educational video game based on Mad Mariner's docking game, which will be offered online later this year.

Ted Sensenbrenner, a program manager for the BoatU.S. Foundation for Boating Safety & Clean Water, joined Mad Mariner's Advisory Committee.

"A partnership between Mad Mariner and BoatU.S. makes a lot of sense," said Glen Justice, founder and editor of Mad Mariner. "Both organizations are dedicated to promoting safer boating and the advancement of recreational activities on the water."

The partnership will provide 650,000 BoatU.S. members access to Mad Mariner's magazine stories and marine news from the Associated Press via a news feed available to any member who creates their own free, customizable My.BoatUS.com Web site page.

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