



FOR IMMEDIATE RELEASE

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**MMTA AND PROGRAM CO-SPONSOR DOCKHOP RE-LAUNCH STAY LOCAL BOAT MA  
TRANSIENT BOATER REFERRAL PROGRAM WITH SLEEK NEW WEBSITE**

The Massachusetts Marine Trades Association (MMTA) recently relaunched its STAY LOCAL BOAT MA Transient Boater Referral Program along with a new sleek, modern website at [www.staylocalboatma.com](http://www.staylocalboatma.com) designed by By-the-Sea. With 13 marinas enrolled to date for 2015, this seven years strong reciprocal program encourages seasonal guests to visit participating destination marinas in exchange for reduced transient dockage rates. For as little as \$50 to \$200, participating marinas are given a discount card to hand to every customer as well as logo placement on the new Stay Local site and the highly trafficked [www.boatma.com](http://www.boatma.com).

MMTA is thrilled to partner this year with Program Co-Sponsor [DockHop](#), an exciting mobile app and online provider for mooring and slip reservations. "DockHop is committed to helping boaters more conveniently connect with new marinas with the help of the right technology. The Stay Local program truly embodies our mission of encouraging boaters to get out and explore more often, and we look forward to working together this season."

The Stay Local program is mutually beneficial to participating facilities and their customers: it keeps boating-related tax dollars in Massachusetts while thanking customers for their loyalty. "Stay Local boaters are further motivated to explore the Massachusetts coast because they're receiving a discount while visiting the best of destination marinas," stated program founder Randall Lyons, Business Manager of Newburyport Marinas.

Enrollment is ongoing but if participants want their facility names on the discount cards, they must enroll by May 4th. The purpose of implementing the printing deadline is to allow participants to receive the cards as soon as possible. Given the endless Massachusetts winter we just endured, boaters are more than ready to start navigating!

MMTA thanks the following Massachusetts destination marinas for keeping boating local by enrolling in the 2015 Stay Local Boat MA program: Brewer Plymouth Marine; Burr Brothers' of Marion; Cape Ann's Marina and Resort of Gloucester; Captain's Cove Marina of Quincy; Constitution Marina of Boston; Green Harbor Marina of Marshfield; Hingham Shipyard Marinas; Kingman Yacht Center of Cataumet; Manchester Marine; Newburyport Marinas; Onset Bay Marina; Parker's Boatyard of Cataumet; and Steamboat Wharf Marina of Hull.

“Handing each customer a Stay Local discount card at the start of each season is a terrific way to thank them for returning to our facility each year while supporting our colleagues statewide,” stated Tom Cox, President of Constitution Marina.

For MMTA member and nonmember costs and other details visit [www.boatma.com](http://www.boatma.com) or [www.staylocalboatma.com](http://www.staylocalboatma.com). Rules and regulations vary by location and restricted dates are listed on [www.staylocalboatma.com](http://www.staylocalboatma.com). Discounts cannot be combined with others and the program is limited to marina customers.

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