your brain on a boat

Research shows how being on the water can make you happier and healthier

Americans are taking less vacation and nearly 80% report feeling stressed in their day. We need to restore our minds more than ever. *Blue Mind* author Dr. Wallace J. Nichols finds that being on, in, or near the water brings vast cognitive, psychological and social health benefits. One of the best ways to achieve "Blue Mind" is on a boat.



Red Mind

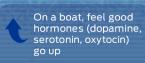
Stress, anxiety and fear cause high stress hormones.



Blue Mind

Calm, peacefulness, unity and happiness associated with water.

Blue Mind is the antidote to Red Mind







Boating is more accessible than you think

of Americans feel healthier after spending time on the water 84%²

of parents think their kids would be more likely to unplug on a boat trip versus a road trip 142 MM⁴

Americans go boating every year

Why we are drawn to the water



THE BRAIN IS DRAWN TO BLUE ABOVE ALL





Boating resets our brains

 Water relaxes, restores & helps us reconnect



Boating is awe-inspiring

Awe & wonder change our bodies and minds for the better



Boating induces creativity

Feel-good hormones reduce stress
& water-related play sparks creativity

Boating appeals to our senses

Sight & sound of water increases brain & blood flow

Water takes care of us, let's return the favor. Be mindful of others, including wildlife and water quality.

