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MEDIA RELEASE

BOATsmart! Canada and FOCA Announce Partnership that will Benefit Ontario Cottagers!

November 24, 2009, PETERBOROUGH, Ontario: BOATsmart! Canada and the Federation of Ontario Cottagers' Associations (FOCA) have partnered to help Ontario's Cottagers obtain their Pleasure Craft Operator Card (PCOC) before the 2010 boating season. Boaters caught without the card will face a \$250.00 fine.

"The BOATsmart! Canada program makes the exam accessible to boaters across the country," said BOATsmart! Canada President, Cameron Taylor. "Our unique relationship with FOCA makes it even easier for cottagers to get their Pleasure Craft Operator Card and provides an added incentive for cottage groups to encourage their members to get certified."

In an effort to increase access for cottagers and boaters alike, FOCA has partnered with BOATsmart! Canada. FOCA Members (both Cottage Associations and Individual Members) can be accredited by BOATsmart! Canada to offer the official PCOC Exam and Safe Boating Course. The Transport Canada approved program enables FOCA members to certify fellow boaters on their lake. Each association can also host a BOATsmart! Safe Boating Team at their lake to educate boaters and offer the PCOC Exam on-site. As well, FOCA Members get an exclusive \$10.00 discount if they complete their exam online at www.BoatSmartExam.com.

"For five decades FOCA has been supporting safe recreation on the water. Our exciting new relationship with BOATsmart! Canada allows us to further our interests, enhancing boating safety in Ontario by providing access to top quality pleasure craft operator training and testing to our membership, including 50,000 waterfront property owners who boat on Ontario lakes and rivers", said Terry Rees, Executive Director, FOCA. "We look forward to working together with the BOATsmart! Canada team to provide information, education, and accredited testing services to our members, in a suitable format for their respective communities."

Four million 'unlicensed' Ontarians are now facing a crunch to get the card by the spring of 2010. The consequences of not having the Card are significant including a minimum \$250.00 fine. Peace Officers (including the OPP, local and municipal police detachments) and Conservation Officers point out that Canadians have had fair warning to get certified, noting that the federal law has been phased in over the last ten years. Expectations are that spring 2010 will mark a significant increase in the number of fines being issued.

FOCA is encouraging all cottagers to get their Card before the 2010 cottage season. The process to obtain a Pleasure Craft Operator Card is straightforward. A mark of at least 75% must be achieved on a Transport Canada accredited exam, such as that offered by BOATsmart! Canada. The exam can be taken in-person, as part of a boating safety course, or online at www.BoatSmartExam.com. Cottagers are encouraged to obtain the card for their own use, however guests, youths and renters also require the card when operating powered vessels.

This partnership promises to greatly increase the number of licensed boaters on the waters of cottage country. For affiliate information, FOCA members are encouraged to contact: Marta Gornicz, Affiliate Manager at 1-877-792-3629 ext. 214, or marta@boatsmartexam.com.

ABOUT BOATsmart! CANADA

BOATsmart! Canada is the country's most recognized boating educator. The organization's mission is to educate recreational boaters and promote the safe, enjoyable and environmentally friendly use of Canada's waterways. Through its Transport Canada Accredited Program, BOATsmart! Canada offers the official Pleasure Craft Operator Card exam in-person, as part of a boating safety course, or online at www.BoatSmartExam.com.

About FOCA

Federation of Ontario Cottagers' Associations (FOCA) is a non-profit, voluntary organization representing over 550 Ontario cottagers' associations plus individual and corporate supporters. For over 45 years, FOCA has been dedicated to supporting the interests of Ontario's waterfront property owners. This is accomplished by providing assistance and leadership to Ontario's cottage associations and to our individual members, and through advocating for the long-term interests of our communities.

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