

# News Release



## FOR IMMEDIATE RELEASE

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### **The Marine Trades Association of New Jersey Launches New Website**

**Manasquan, NJ** - The Marine Trades Association of New Jersey (MTA/NJ) is excited to announce the launch of its newly redesigned website at [mtanj.org](http://mtanj.org). The completely new site has a fresh user friendly interface complemented by innovative features for members and boaters alike. The new website is part of the MTA/NJ's 40<sup>th</sup> anniversary celebration. The refreshed imaging mirrors the transformation of the organization from a small trade association to its present role as a powerful voice in Trenton and on the national stage.

“It has been an exciting year for the MTA/NJ with the success of our inaugural New Jersey Boat Sale & Expo in February, the creation of a new logo, and now the launch of our new website,” stated MTA/NJ Executive Director, Melissa Danko. “This new site will allow us to effectively communicate and provide important information to our members and the boating public on all that we do for the boating industry.”

Highlights from the new site include:

#### **[Homepage](#)**

The homepage includes an up-to-date listing of current news and events providing important information to the Association's members, the marine industry and boaters in the state. It also includes quick links to current events, member news and easy to view drop down menus.

#### **[Career Center](#)**

A new and improved Career Center featured on the homepage will include job openings in the Marine Industry and an area for resume postings for job seekers. Job postings are free for members.

#### **[Member News & Events](#)**

This brand new feature on the MTA/NJ website is exclusively for members. This is a new area that provides members with an opportunity to promote their news and events to fellow members and the boating public.

### **Members Only Section**

The Members Only Section includes important resources, tools and information for current members of the Association only. This section of the site is currently being expanded and will soon become password protected.

### **Member Directory**

An easy to search directory that includes the ability to search for members by name, location and nature of business.

### **Boat Shows**

Easy to find direct links to the MTA/NJ boat show sites, The Jersey Shore Boat Sale & Expo and the New Jersey Boat Sale & Expo as well as the Association's endorsed Show, The Progressive Insurance Atlantic City Boat Show.

### **Boater Information**

The new site features a wealth of resources and information for boaters, including: Boating Safety; Boating & the Environment; Rules & Regulations; Boat Access & Ramps; Weather & Sea Conditions; Boating & Fishing Links and Marine & Travel Webcams. This section of the website has all the information a boater needs right at their fingertips.

The new website was designed by [Balan Marketing Group](#) of Point Pleasant Beach, New Jersey.

### **About the MTA/NJ**

The Marine Trades Association of New Jersey (MTA/NJ), established in 1972, is a non-profit organization dedicated to promoting, advancing and protecting the recreational marine industry and waterways in the State of New Jersey. The MTA/NJ is dedicated to the interests of the industry as a whole for the benefit of its individual members and the consumers whom they serve. The MTA/NJ produces two boat shows, the Jersey Shore Boat Sale & Expo held in September at FirstEnergy Park in Lakewood and the New Jersey Boat Sale & Expo held in February at the New Jersey Convention & Expo Center in Edison. The MTA/NJ proudly endorses the Progressive Insurance Atlantic City Boat Show held in February.