

New Internet community keeps dry-docked boaters connected to each other and nautical lifestyle through the long, cold winter

Brainchild of marina columnist Robin G. Coles, The Nautical Lifestyle officially launches on Wednesday, October 15, 2008 at www.TheNauticalLifestyle.com.

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Brainchild of marina columnist Robin G. Coles, The Nautical Lifestyle officially launches on Wednesday, October 15, 2008 at <http://www.TheNauticalLifestyle.com>. Based on research conducted while visiting over 300 marinas throughout New England, Canada and Florida, Coles put together her plan for a website that would not only address the interests and concerns of boaters, but marinas as well.

TNL, as Coles likes to refer to TheNauticalLifestyle.com, offers enthusiasts a Web 2.0-type of community where like-minded boaters can meet together, and share their passion and knowledge through interviews, articles, photos, videos, contests, discounts and more.

Coles states boaters "get jittery" when they can't be out on the ocean, especially during the winter. "They need to be doing something with boating," she claims, "and that's why this site's launch in October is perfect timing. It gives them a sort of 'Internet

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marina' where they can hang out and wait out the cold months together while staying warm and barefoot in their own homes."

According to Coles, more women are getting involved in boating as captains and marina owners and working in the Boatyards. Generations X and Y are now traveling more with young kids and pets. Coles' TNL website provides gender, age, familial and issue-related information that will appeal to all types of boaters.

"The Nautical Lifestyle.com is more than a mere website," Coles explains. "It is a community of loyal boaters who can now spend the winter months sharing their passion for and knowledge of boating, instead of anxiously counting the days to the spring thaws and marina openings."

Robin G. Coles is the CIO of The Nautical Lifestyle, and columnist for Winthrop Independent.

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