



## PRESS RELEASE

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### **International Sail and Power Association (ISPAssociation) Re-Brands as the Canadian Recreational Yachting Association (CRYA.org)**

Agathe Gaulin, President of the **International Sail and Power Association** is very pleased to announce that the Association is re-branding as the “**Canadian Recreational Yachting Association**” (CRYA).

#### **Background of ISPAssociation**

Established in 1994 and based in Nanaimo, BC, ISPAssociation operates as a not for profit BC Registered Society. In accordance with *Transport Canada* regulations and policy, ISPAssociation provides training standards and an approved process to certify sail and power boating students to varying levels of competency in recreational boating. Members include experienced sail and power boat training Instructors, leading recreational yachting Schools and sail and power boating students. ISPAssociation courses, offered through registered yachting schools, train students in a full range of levels from Competent Crew up to and including Yachtmaster Ocean.

#### **Canadian Recreational Yachting Association (CRYA)**

Discussing the move to re-brand as CRYA, President Gaulin explains, “your name is your identity and it is hard to change when you already have an established and respected brand; but in moving forward with our Association, we are very pleased and excited with our new name, our new brand and the modern image and message we feel it conveys”. Vice-president Stephen Nash adds “‘Recreational Yachting’ is a unique and descriptive term of art which encompasses today’s new boating enthusiast and environment, whether sail or power.” Finally, they emphasize that “re-branding as the CRYA more accurately reflects our overriding desire to be seen as a “Canadian” leader in responding to new market trends, to potentially expand and establish ourselves as a more national organization. ISPAssociation is well known as one of Canada’s premier yacht training, qualification and certification organizations. We will endeavour to ensure that the training expertise and resources of the Association are known and available to the broadest market for recreational yacht training, not just in western Canada but in Canada as a whole.”

For more information about our organization or to find out about recreational yacht training courses and certification through recreational boating schools and instructors associated with **ISPAssociation/CRYA**, please visit our web site at **ispassociation.ca** or **crya.org**, or call us at 250-244-6966.

## **Contact**

**Agathe Gaulin, MEd**  
**President, ISPAssociation & CRYA**  
[agathe@freespiritsailing.ca](mailto:agathe@freespiritsailing.ca)  
**(250) 339-5654**

**Capt. Stephen Nash, LL.B.**  
**Vice-president, ISPAssociation & CRYA**  
[snash@searoomyachting.ca](mailto:snash@searoomyachting.ca)  
**(604) 240-8210**