

# News Release



**FOR IMMEDIATE RELEASE**

July 9, 2012

Contact: Melissa Danko

[mdanko@mtanj.org](mailto:mdanko@mtanj.org)

## **The Marine Trades Association of New Jersey Introduces New Logo**

**Manasquan, NJ** –Since 1972, the Marine Trades Association of New Jersey (MTA/NJ) has been dedicated to promoting, advancing and protecting the recreational marine industry and waterways in the State of New Jersey. Today, the MTA/NJ is pleased to announce the official launch of its new logo in celebration of the Association’s 40<sup>th</sup> anniversary. The new logo draws on the legacy of the original logo, retaining the well recognized illustration of boating while modernizing the image of the Association.

“We are very excited about our new logo because its refreshed look mirrors the transformation of our organization from a small trade association to its present role as a powerful voice in Trenton and on the national stage,” stated MTA/NJ President, Kersten Roehsler. “Updating our public image will further strengthen the Association as we continue to advocate for our industry and produce high quality boat shows that provide even more opportunities for our members to thrive.”

In the course of forty years as New Jersey’s Voice on the Water, the Association has greatly expanded its membership base, successfully fought for the rights of marine business owners on a multitude of issues and challenges, provided members with opportunities, events and resources needed to prosper and succeed, and worked tirelessly to increase awareness of the importance and significance of the boating industry in New Jersey. The MTA/NJ produces two boat shows, the [Jersey Shore Boat Sale & Expo](#) held in Lakewood in September and the [New Jersey Boat Sale & Expo](#) held in Edison in February. The Association also proudly endorses the [Progressive Insurance Atlantic City Boat Show](#). It is the goal of the MTA/NJ to provide affordable and convenient boat show events that deliver results.

The new logo was designed by [Balan Marketing Group](#) of Point Pleasant Beach, New Jersey. “The Balan Marketing team once again brought their expertise and industry knowledge to this project and did an outstanding job creating exactly the new image that we were looking for,” stated, Melissa Danko, MTA/NJ Executive Director.

### **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.