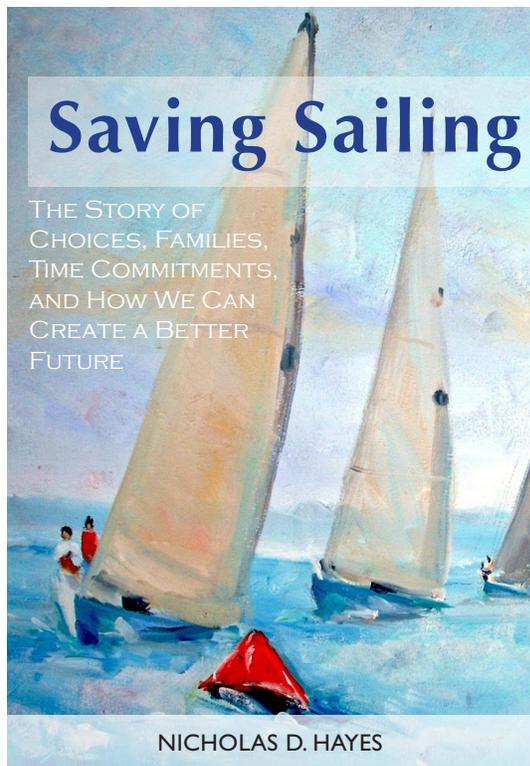


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### ABOUT THE BOOK

Participation in sailing is declining in America, down more than 40% since 1997 and 70% since 1979. In this wide-ranging book, researcher and avid sailor Nicholas Hayes explains why. The book shows how pressures on free time have increased, and how, in response, many Americans have turned to less rewarding forms of spectator or highly structured activities and away from lifelong, family-based, multi-generational recreation.

*Saving Sailing* builds a case for choosing how to spend free time better, using it to seek quality experiences with families and friends through life-long pastimes like sailing.

The main challenge, he suggests, is to develop an active system of mentoring, especially between generations. The book offers helpful suggestions for how we might rethink our own priorities.

## Saving Sailing

THE STORY OF CHOICES, FAMILIES,  
TIME COMMITMENTS, AND HOW WE CAN  
CREATE A BETTER FUTURE

by Nicholas D. Hayes

Foreword by William F. Schanen III

A provocative argument and action plan - sure to appeal to sailors everywhere - for the revival of family sailing . . . and other uses of free time for rewarding intergenerational pastimes, lifelong hobbies, and free-time pursuits.

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National marketing to sailing audiences

NICK HAYES is a market researcher and partner at the consulting firm FiveTwelve Group, and is active in the Milwaukee sailing scene. He has studied sailing, sailors, and sailing clubs for years, and interviewed over 1,200 sailors worldwide since 2003 for this book. He lives in Milwaukee, Wisconsin.

The lessons are broader than sailing, with useful ideas for all parents, for anyone seeking to strengthen the social fabric of American communities, and for those involved in programming for youth and adult activities.

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