



The Shipyard Brewing Company

Portland, Maine

Contact: Tami Kennedy
tami@maine.rr.com
(207)838-0816

LOU MCNALLY'S NEW TV SERIES PREMIERES SUNDAY, JULY 6: AIRS ON NEW ENGLAND SPORTS NETWORK (NESN) IN NEW ENGLAND AND EMPIRE SPORTS NETWORK IN NEW YORK.

PORTLAND, (June 25, 2003) - Lou McNally sets sail with his new TV series Let's Go Boating, which premieres on the New England Sports Network (NESN) Sunday, July 6 at 10:00 pm. In addition, the Empire Sports Network in New York will broadcast the series at 6:00 pm on Sunday nights also beginning July 6.

Let's Go Boating is a colorful, fast-paced, informative, half-hour, magazine-style series. Each episode provides viewers a front row seat at a unique boating destination and reveals all the amenities and unique features of the region. Viewers get to explore the newest boats, enjoy interviews with interesting boaters, learn safety tips, and hear the news about all the latest gadgets and gear.

"If you had to sum it up, it's a destination-oriented boating lifestyle show," said McNally. "Each show has a featured destination including places like West Palm Beach, Florida and Kennebunkport, Maine, and features a boat from a different manufacturer. We also have segments about everything from tugboat races to canoes. It's just all about boating."

Lou McNally, or Altitude Lou as the popular Maine meteorologist is known, provides weather commentary for Maine Public Radio weekday mornings and also has a private weather service consulting with yachts and people on trans-Atlantic crossings and races. Let's Go Boating is an idea McNally has been working on for 8 years.

Best known as the Emmy Award winning host of Maine PBS's Made in Maine series, McNally is also a candidate for the Ph.D. in Global Climate Change from the University of Maine, Orono, Climate Change Institute

Although Let's Go Boating features destinations throughout the United States and the Caribbean, McNally's Maine roots ensure that a wide array of Maine towns and businesses are highlighted in the series. Featured Maine harbors in the first season will include: Portland, Bangor, Kennebunk, and York. First Chance Whale Watch, The Sea Dog Brewing Company, Hinckley Yachts, Atlantic Explorer, the Landing School, OldeYork, Kennebunkport Brewing Company, Chick's Marina, White Barn Inn, Kennebunkport Chowder Company, The Shipyard Brewing Company, Sabre Yachts,

and Federal Jack's Restaurant and Brew Pub are among the vast number of Maine-based businesses with appeal to boaters featured on this series.

In addition, the program is shot, produced, written, and edited by video professionals in Maine. "We have a great crew of people working on the show. Everyone involved likes what they're doing and are good at what they do," remarked McNally.

Executive producer is Mary Jo Whitworth. The series is shot and edited by Groff Film and Video in Portland.

"We've shot in Kennebunk, York, and Portland already and will be scheduling shoots in Bangor and other Maine communities later this summer and early fall," noted McNally.

For more information please contact Tami Kennedy at 207-838-0816 or tami@maine.rr.com.

SIDEBAR:

EACH EPISODE AIRS ON NESN THREE TIMES PER WEEK:

Sunday (Premiere) 10:00 pm

Wednesday (Repeat) 4:00 pm

Friday (Repeat) 9:00 pm (in Boston area only)

New England based episodes of Let's Go Boating airing on NESN in July and August include:

Kennebunkport, Maine July 27 10:00 pm

The world-famous Kennebunkport, Maine is the spot this week. Tune in and see the homes of former presidents, take a ride aboard a schooner, and discover how you can get your license to hit the high seas as a yacht captain.

Portsmouth, New Hampshire August 3 -- 10:00 pm

Portsmouth, New Hampshire might be a hard working port but it doesn't mean there isn't plenty for pleasure boaters there, too! On this week's episode of Let's Go Boating, host Lou McNally will take us on a kayak adventure, show us around Wentworth-by-the-Sea, and get the inside scoop about a local pub that brews hand-crafted English-style ales

York, Maine August 10 10:00 pm At 351 years old, York is Maine oldest town and one of the southernmost boating stops along the state's rockbound coast. In 2002, Money Magazine picked York as one of the top ten places to vacation in the United States. Let's Go Boating discovers why historic York Harbor is a must visit destination for boaters.

The Shipyard Brewing Co.
86 Newbury Street
Portland, ME 04101
207.761.0807
info@shipyard.com

