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**SWEET VELOCITY DEBUT AT FLIBS 2018**

*New Business Focused on Empowering Women Boaters*

[Fort Lauderdale, FL, Oct 2018] Sweet Velocity Boating & PowerSports, LLC (Sweet Velocity) is a new business making its debut exhibiting at the Fort Lauderdale International Boat Show Oct 31 to Nov 4. The boat show debut will showcase the web-based membership community exclusive to women boating and power sport enthusiasts, providing women the support, inspiration, tools, tips and resources to further develop knowledge and skills necessary for building confidence and exploring outside the comfort zone.

Women are the primary focus as an underserved population of enthusiasts with information and resources typically tailored to the greater male audience. The fee-based membership community provides forums for information and knowledge sharing, vlogs/blogs, tutorials, video courses, news and a variety of additional sport specific material, all aimed at building skills, confidence, independence, and resilience resulting in more fulfilling experiences out on the water.

“Sweet Velocity is about living life on your own terms, living life to the fullest. You’re not doing that if you’re standing on the sidelines wishing you were more knowledgeable, more skilled, more confident, more anything,” stated Nazarenko who believes that given the appropriate environment for support and guidance, women can get more out of the boating and power sport activities they enjoy.

Sweet Velocity Boating and PowerSports, LLC was founded in 2003 as JP Boating Instruction, LLC, a part-time side business to Nazarenko’s full-time employment as a human resources professional in large manufacturing companies. Nazarenko is a Coast Guard licensed captain and has been providing private boat handling instruction on small single and twin engine powerboats for 15 years, having changed the name to JP Boating in 2004 after incorporating small charters and wedding elopements.

Nazarenko left her professional career in May 2017, rebranded under the Sweet Velocity name, and launched into an expanded full-time business in May 2018 . The website can be found at https://sweetvelocity.com.

If you would like more information about this topic, please call Janis Nazarenko at 207-370-9696, or email janis@sweetvelocity.com