



American Boat & Yacht Council (ABYC)
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FOR IMMEDIATE RELEASE

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Images and PDF copy: https://www.abycinc.org/PRassets_MSTW2026

Caption: *Marine Service Technician Week recognizes the skill, professionalism and commitment of marine service technicians across the boating industry. (Photos courtesy of ABYC)*

Marine Service Technician Week Kicks Off April 20-24

Boating community encouraged to recognize skilled technicians and their impact

ANNAPOLIS, Md. (April 15, 2026) – The American Boat & Yacht Council (ABYC) kicks off the fifth annual [International Marine Service Technician Week](#), a social media–driven celebration taking place April 20-24. The week recognizes the essential role marine technicians play in keeping boating safe, reliable and enjoyable.

Marine technicians are critical to the boating experience, ensuring vessels are properly maintained and ready for the water. As the industry works to retain boaters, the demand for skilled, dependable service continues to grow.

“With boating season here and skilled technicians working hard to inspect, service and prepare boats for use, this is an important time to recognize their dedication,” said Shannon Aronson, senior director of marketing and communications at ABYC. “Boaters, thank the technicians who help keep you on the water. Businesses, celebrate the staff who support your customers!”

ABYC encourages everyone in the boating community to participate by posting messages of appreciation for their favorite technicians using **#MarineServiceTechWeek** and **#ThankYouMarineTechs**. Other ways to join the celebration include hosting a team breakfast or lunch, sharing photos and stories, buying a coffee, leaving a positive review, or finding other creative ways to say thank you.

Throughout the week, ABYC will highlight technicians on social media, share themed daily content, and host technical challenges with prizes from sponsors West Marine, Yamaha and CWR Wholesale Distribution. Winners of the Outstanding Technician and New Achiever awards will be announced Thursday, April 23.

Each day of the week will feature a different theme:

- **Monday, April 20** – Master Technicians
- **Tuesday, April 21** – Marine Service Programs and Schools
- **Wednesday, April 22** – Female Technicians
- **Thursday, April 23** – Outstanding Technician Announcements
- **Friday, April 24** – The Future of the Industry/Aspiring Technicians

For more information, visit abycinc.org/thankyoutechs.

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Social media suggestion: Marine Service Technician Week is April 20–24! Join ABYC in celebrating the techs who keep us safe on the water.

www.abycinc.org/thankyoutechs #MarineServiceTechWeek
#ThankYouMarineTechs

About ABYC

Since 1954, the nonprofit American Boat & Yacht Council (ABYC) has developed safety standards for boat design, construction, equipage, repair and maintenance. The essential global source of marine industry technical information, ABYC's product safety standards, credentialing, education, training, and other tools help members make boating safer.