



White Seahorse

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White Seahorse Publishing

Port Aleria

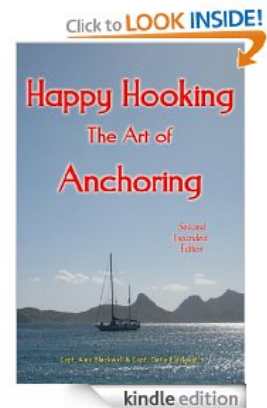
Rosnakilly, Kilmeena

Westport, County Mayo

Ireland

For Immediate Release

18 January 2013. Westport, County Mayo, Ireland. White Seahorse Publishing is proud to announce the availability of ***Happy Hooking. The Art of Anchoring*** in Kindle format at amazon.com and amazon.co.uk. Priced at a very reasonable \$9.95, and free to borrow for Prime members, there's never been a better time to download a copy and pick up a few tidbits that may just help you save your boat in the next blow. The electronic edition contains the same content as the Second Revised Edition (\$29.95) available in print since 2011 and the bestselling anchoring book on amazon.com; the Kindle edition will, however, save you 1.2 lbs of weight and some space on board!



Happy Hooking is a very readable book loaded with valuable information on advanced design and traditional anchors, rodes, techniques, and etiquette as well as the 'occasional' anecdote. It's entertaining and educational. The book covers deployment of two anchors in multiple configurations, med mooring, heaving to, and rafting up. ***Happy Hooking*** provides a comprehensive overview of what it takes to securely anchor a vessel so readers can enjoy a peaceful night's rest while cruising in local waters or venturing far and wide. Four sections cover broad subject areas including:

1. "Hooking Gear" – Anchoring Tackle
2. "Getting Hooked" – Anchoring Techniques
3. "Hooking Up with Friends" – Tying Up and Rafting
4. "Hooking Rules" – Anchoring Etiquette

Happy Hooking is intended to help the reader find a combination of tackle and technique best suited for the circumstances when anchoring their vessel. By reviewing how different anchors work, the pluses and minuses of different adjunctive pieces of equipment, and loads of photos and illustrations that show how to execute anchoring and weighing manoeuvres, readers should be armed with enough information to make some informed decisions about what might work best for them.



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From truly differentiated new gear to the ever-entertaining subject of anchoring etiquette, **Happy Hooking – The Art of Anchoring**, authored by Captains Alex and Daria Blackwell, is sure to be a valued addition to any boater's library. With more anchors to choose from, more options for gear to attach to them, and more techniques being discussed in boating environments, you'll be glad to have a copy on board when you need it.

Here's what just a few reviewers have said about
Happy Hooking. The Art of Anchoring:

Ocean Cruising Club

"It may well become the definitive textbook on the subject."



Cruising Club of America

"It should be mandatory reading for novice sailors and charter operators would do well to place copies throughout their fleet."

Irish Cruising Club

"This is a remarkably easy book to read, the Blackwells have provided a most useful service for the cruising yachtsman."



"Could become the single most important guide to anchoring for the modern sailor of the 21st century. Add it to your on-board list of "must have guides" wherever in the world you choose to cruise!"



"This is the bible for all things anchoring"



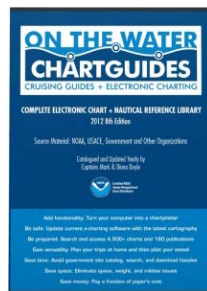
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"Best Anchoring Reference"



"The book is readable and interesting, and has plenty of illustrations and diagrams. It might be compulsory reading for the new sailor, but even the most experienced will find much new material here."



"We highly recommend this book"

Latitude 38

"Well organized, well illustrated, user friendly in its delivery, and even fun"

PRACTICAL Boat Owner

"Covers all the techniques and more"



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About White Seahorse

White Seahorse is the publishing division of Knowledge Clinic Limited. Among the properties of White Seahorse are the popular website CoastalBoating.net and the titles *Happy Hooking*, *The Art of Anchoring* and *Oyster Delight* by Jonathan Mite. Founded in the US and now based in the West of Ireland and on the high seas, White Seahorse provides self-publishing assistance for authors, including consulting, editorial and layout services. Alex and Daria Blackwell, USCG Captains, have spent years cruising both sides of the Atlantic and Caribbean. They are members of Ocean Cruising Club, Irish Cruising Club, and Seven Seas Cruising Association, and deliver seminars at clubs and webinars for Seven Seas University and GLCC, and have developed an online course about anchoring for NauticEd. They are frequent contributors to nautical press on both sides of the Atlantic. For more information or to order direct from the publishers, please visit www.coastalboating.net.

