

## MasterCraft's "Let Her Rip" Campaign Returns in 2026 for its Sixth Year, Continuing its Mission to Empower Women and Girls on the Water

2026-03-03

Supported by Progressive Insurance® and Powered by Chevrolet Silverado 2500HD Trucks, "Let Her Rip" Offers a Safe, Judgement-Free Environment for Female Boaters Across the Country to Strengthen their Boating Skills and Gain Confidence Behind the Wheel and in the Water  
VONORE, Tenn., March 03, 2026 (GLOBE NEWSWIRE) -- Today, [MasterCraft Boat Company](#), a subsidiary of MasterCraft Boat Holdings, Inc. (NASDAQ: MCFT) and the best-selling towboat brand, announced the return of its popular, female-focused Let Her Rip initiative for 2026. This marks the sixth year of the on-water clinic series designed to build confidence and strengthen skills for women and girls both in and behind the boat. Timed ahead of International Women's Day, the 2026 program reinforces MasterCraft's continued commitment to breaking barriers and advancing inclusivity in watersports. The campaign is proudly supported by Progressive and powered by Chevrolet, the official tow vehicle of MasterCraft.

The 2026 Let Her Rip tour will feature six stops across the country, returning to Knoxville, and Seattle – while expanding into new markets with stops in Pueblo, CO., Little Rock, AK., Raleigh, NC., and Coeur d'Alene, ID. With three new locations, the 2026 schedule is intentionally designed to reach different communities across the country, creating new access points for women and girls to experience the program while deepening MasterCraft's presence in strategically important markets that play a key role in the brand's growth and long-term dealer network strategy.

"The enthusiasm around Let Her Rip continues to grow each year, underscoring just how vital a program like this is to the boating community. At MasterCraft, we are committed to creating a welcoming, accessible, and approachable boating environment for women of all ages," said Krista Schipner, Vice President of Marketing for MasterCraft. "Our goal has always been to break down barriers and make women and girls comfortable with every aspect of boating, from driving and docking to mastering watersports. Our incredible roster of female athletes lead these clinics and bring unmatched expertise, championship experience, and mentorship – inspiring participants at every level to push their limits and gain confidence on the water. With continued support from partners like Progressive and Chevrolet, we're thrilled to bring the program to new communities and empower even more women nationwide."

Through the support of its premier nationwide dealer network, MasterCraft will once again host this series of complimentary on-water clinics throughout the summer, creating welcoming, confidence-building environments for women and girls to learn, grow, and lead on the water. Each stop will be guided by an elite roster of female MasterCraft athletes, including Seven-Time World Wakesurfing Champion Ashley Kidd, Meagan Ethell, World Champion Wakeboarder, Alexa Score, Pro Wakeboarder and TV Personality, Ali Garcia, Pro Skier and new MasterCraft foil athlete Ansley Pritchard, who brings both world and national titles to the program.

With this depth of experience and championship-level expertise, each clinic will deliver hands-on instruction led directly by these athletes across boat handling, docking, and a wide range of watersports disciplines, designed to meet participants at every experience level and empower them to feel capable, confident, and connected both in and behind the boat.

The six-stop tour kicks off in Little Rock, AK, and runs June through August. The full 2026 schedule is as follows:

- June 25 — Little Rock, AK
- July 16 — Pueblo, CO
- July 30 — Knoxville, TN
- August 8 — Raleigh, NC
- August 15 — Coeur d'Alene, ID
- August 21 — Seattle, WA

“Six years ago, I was fortunate to help launch the Let Her Rip campaign, and it’s been incredible to watch it grow and evolve over the years,” said Meagan Ethell, world champion MasterCraft athlete. “Being out on the water with fellow female athletes and mentoring these amazing girls and women brings me so much joy. Seeing their faces light up the first time they get up on the water, or when they master a new trick or skill, is truly unforgettable. I love connecting with participants from all over the country, sharing our passion for being on the water, and helping them gain confidence, try new things, and create memories that will last a lifetime.”

Entering its second year with Chevrolet as the official tow vehicle of MasterCraft, the 2026 Let Her Rip program is introducing a new hands-on opportunity for participants. Attendees will have the opportunity to learn to back up, load, and launch a boat with guidance from a designated MasterCraft representative riding shotgun in a Chevrolet Silverado 2500HD. Recognizing that trailer handling and boat launching can be one of the biggest barriers to boat ownership. This addition provides invaluable real-world experience and confidence on the water.

For the third consecutive year, Progressive is powering the campaign, reinforcing its commitment to this female-focused initiative. With Progressive’s ongoing support, MasterCraft continues to bring Let Her Rip to new locations nationwide, giving even more women and girls the chance to participate, learn, and gain confidence behind the boat.

Due to the continued demand and popularity of the Let Her Rip clinics, MasterCraft will introduce a lottery-based registration system for the 2026 program. Interested participants can register for each respective tour stop through the below Let Her Rip landing page beginning March 5. Lottery registration will close on March 20, with selected participants notified on March 27.

To learn more about MasterCraft, sign up for a Let Her Rip clinic, or to shop Let Her Rip apparel, visit <https://www.mastercraft.com/let-her-rip-movement/> and follow along on [Instagram](#), [YouTube](#), [X](#), and [Facebook](#).

**About MasterCraft:**

MasterCraft is a world-renowned innovator, designer, manufacturer, and marketer of premium performance sport boats. Founded in 1968, MasterCraft has cultivated its iconic brand image through a rich history of industry-leading innovation, and more than five decades after the original MasterCraft made its debut, the company's goal remains the same - to continue building the world's best ski, wakeboard, wake surf, and luxury performance powerboats.

**About MasterCraft Boat Holdings, Inc.:**

Headquartered in Vonore, TN, MasterCraft Boat Holdings, Inc. (NASDAQ: MCFT) is a leading innovator, designer, manufacturer, and marketer of premium recreational powerboats through its three brands, MasterCraft, Crest, and Balise. For more information about MasterCraft Boat Holdings, please visit [Investors.MasterCraft.com](http://Investors.MasterCraft.com), [www.MasterCraft.com](http://www.MasterCraft.com), [www.CrestPontoonBoats.com](http://www.CrestPontoonBoats.com), and [www.BalisePontoonBoats.com](http://www.BalisePontoonBoats.com)

Media Contact:

Mandie Albert

The Brand Amp

[MasterCraftPR@TheBrandAmp.com](mailto:MasterCraftPR@TheBrandAmp.com)

Source: MasterCraft Boat Holdings, Inc.