

CAMPAIGN HAPPENINGS: Celebrity Spokesman, Life Jacket Fashion Show, North American Kick-Off



The event kicking off National Safe Boating Week took place at the Gangplank Marina in Washington, DC. The event featured celebrity spokesman John Amos, NTSB Chair Ellen Engleman Conners, Lt. Frank DelRosso of the US Coast Guard and boating accident survivor Star Mitchell. Also featured at this event was a life jacket fashion show with eight models displaying every imaginable kind of recreational life jacket. The main goal of the show was to display the wide variety of inflatable life jackets. The reaction to the fashion show was overwhelmingly

positive. Also, the Presidential Yacht was docked beside the event and open for tours and interviews.

New York State Parks hosted a truly North American Safe Boating Event on June 15, in the Niagara Region. Thanks to Brian Kemp and crew for coordinating this well attended and viewed event.

Other highlights: 1 new TV P.S.A. and 2 new radio P.S.A.s. Nearly 14,000 Campaign Kits were shipped with over 1,000,000 pieces of Campaign material processed.

LOCAL RECREATIONAL BOATING GRANTS

There are many boating organizations and groups eager to promote safe boating. These groups often exert numerous resources to raise a relatively small amount of money. With assistance from the National Safe Boating Council's Local Recreational Boating Safety (RBS) Grant Program, their resources may be focused more effectively on safe boating initiatives.

With your great idea to improve boating safety, why not apply for a RBS Grant this next funding cycle? Applications are accepted no sooner than October 25, 2004 and must be postmarked no later than January 25, 2005. Grants will be awarded by March 15, 2005. For the program guidelines and application form, visit www.safeboatingcouncil.org. Click the button for the Local RBS Grant Program.

The 2004 grant winners are summarized below. The average grant for these sixteen projects is more than \$950. Most projects were underway in time for National Safe Boating Week and all were designed to promote safe boating.

Western DuPage Special Recreation Foundation, Carol Stream, IL - Project Goal: To expand and enhance hands-on basic boating safety skills for students with special needs as part of Team Coast Guard initiative to reach non-traditional boaters.

Jefferson Co. Sheriff's Office, Durham, NC - Project Goal: To increase availability of educational information available to recreational boaters at area events.

Safe Kids Grand Forks, Grand Forks, SD - Project Goal: To teach parents and children water safety in and around boats and how to avoid injuries.

ACA - Ohio Penn Division, Blanchester, OH - Project Goal: To emphasize importance of recreational paddlers wearing PFDs when on watercraft rented from regional paddlesport liveries.

Lighthouse Marine Service, Inc., Charlotte, NC - Project Goal: To increase awareness of the dangers of carbon monoxide and the importance of completing a boater education course.

Kansas Safe Kids Coalition, Topeka, KS - Project Goal: To expose up to 20,000 kids to water safety information through a one-day inter-active event. Children will practice

donning PFDs and learn the importance of wearing a PFD while boating or near water.

Safe Kids Chester County, Exton, PA - Project Goal: To develop comprehensive water safety campaign for Chester County.

Dayton Canoe Club, Dayton, OH - Project Goal: To promote safe boating and introduce boating in a safe and controlled environment through use of educational materials and hands-on activities.

U.S. Coast Guard Auxiliary Flotilla 19, Blaine, WA - Project Goal: To increase public awareness of boating safety and the role of the Coast Guard Auxiliary.

Baton Rouge Power Squadron, Baton Rouge, LA - Project Goal: To provide a Boat Safety Festival in conjunction with two other area Power Squadrons in celebration of National Safe Boating Week. Programs emphasize safety on the water and around boats.

U.S. Coast Guard Auxiliary, D-7, Sydney, FL - Project Goal: To provide safe boating information at area events.

Virginia Beach Power Squadron, Portsmouth, VA - Project Goal: To educate children about the importance of wearing PFDs and the dangers of hypothermia.

ACA Dixie Division, Springfield, VA - Project Goal: To reduce the cost for disabled students and instructors participating in Adaptive Paddling Workshops in seven states.

Little Traverse Sailors, Harbor Springs, MI - Project Goal: To provide boating education opportunity for economically disadvantaged children and to ensure utilization of PFDs through an off-hours loaner program.

City of Aurora Parks and Open Space Department, Aurora, CO - Project Goal: To educate visitors to the Aurora and Quincy Reservoirs about the importance of safe boating.

Wicomico County Department of Recreation, Parks and Tourism, Salisbury, MD - Project Goal: To establish a *Safe Paddling, Safer Water* program for children ages 11-13 by teaching water quality, proper paddling techniques and promoting safe boating and PFD use.

Submitted by Jim Richardson, NSBC chairman of the RBS Grants Committee. Thanks to Jim's work and others at the Lower Colorado River Authority and NSBC, many have benefited.



"LIFE JACKET HISTORY" ON DISPLAY AT FOLK LIFE FESTIVAL

The United States Power Squadron (USPS) of Northern Virginia invited the National Safe Boating Council (NSBC) to join them in the 2004 Folk Life Festival on the National Mall. The Folk Life Festival is an annual ten day event sponsored by the Smithsonian with over 55,000 visitors. As part of the USPS exhibit of the Waterways Section, the display included a historic life jacket display.

Two NSBC members (life jacket manufacturers) were contacted to supply life jackets from days past for two display cases. One case showed the evolution of life jacket technology with cork, kapok and foam type jackets. These jackets were compliments of Stearns, Inc. The other case showed the history of the SOS inflatable life jacket highlighting four generations of the Sospender vest, and how it has improved into the state of the art wearable piece of safety equipment we have today. An interesting bit of information that was explained in the exhibit — the first Sospender life vest that was submitted to the patent office for approval, was made of two baggies and garter belt snaps sewed together, and sealed with an iron.

Special thanks to the people that helped make the display possible: Charlie Kearns of Stearns Inc., Scott Swanby of (Sospenders) WaterMark Paddlesports, Drex Bradshaws, Keith Sergerson and T. P. Farrar of the U.S. Power Squadrons.