

YOU CAN MAKE A DIFFERENCE! BOAT SMART. BOAT SAFE. WEAR IT!

National Safe Boating Week, May 21- 27, 2005, is rapidly approaching and the North American Safe Boating Campaign has begun to reach boating professionals, educators and enthusiasts all across the country. The campaign kits have been sent out and orders for safety materials have been pouring in as we begin to plan for the 2005 boating season. It's not too late to start your own campaign and take part in Safe Boating Week!

There are many ways you can participate in the 2005 North American Safe Boating Campaign, and we can help you. Use the resources that we offer to help teach people about the importance of boating safely. Coordinate with your local safety organizations such as a local USCG Auxiliary flotilla, a local United States Power Squadron, a boating or canoe club, a hospital, nearby park or even a boating supply store in your area. Many of these organizations and companies sponsor local campaign efforts. Check out the event posting page on our website at www.safeboatingcampaign.com and see if there is a local event in your area that you can participate in or **POST YOUR OWN EVENT!** This is a great way to get involved and let people know what you are doing in your area to participate in safe boating.

If you are already coordinating a campaign and need some help getting attention from the media for your event, we have many resources you can use. The "Pressroom" portion of our website contains many different Public Service Announcements (PSAs) for television and radio stations. We will also have several different press releases, graphics and media alerts on the site to help gain attention with your local newspapers or community newsletters. If you are interested in pitching items like this to your local media, we do offer a media kit that contains 6 different PSAs, press releases, B-Roll, a cue sheet and story ideas. This package is great for those who are trying to get some media exposure for their campaign efforts. Please contact us at (703) 361-4294 or campaign@safeboatingcouncil.org if you are interested obtaining a media package.

National Safe Boating Week will be here soon! If you have not yet received a campaign kit, all of our campaign resources are on our website at www.safeboatingcampaign.com. You can order the materials that you need, download posters and logos and find information on how to run your own campaign. Take advantage of the many resources that we offer. Do your part and join in! You can make a difference! 🚤

BE A LIFE JACKET SAFETY LEADER!



Visit our Boating Safety Sidekicks website at www.boatingsidekicks.com and become a life jacket safety leader! Kids who visit this site can learn fun tips about

boating, play interactive boating safety games, and encourage their families to wear a life jacket by becoming a boating safety leader. A boating safety leader will wear their safety leader button and remind everyone to wear a life jacket at all times while on the water. This email, sent to us by Anna Rivero, shows how kids can become involved by becoming a boating safety leader.

Hi, My name is Anna Rivero, I live in Neshanic Station, NJ. I am 10 years old and this will be the first time my family owns a boat. I would like to wear this button and remind people to be safe and always wear a life jacket.

Thank You,
Anna

This is a great way to get kids to participate in boating safety. Buttons are available at no cost on an individual basis with an email request. If you would like to order more than one button, they are available for groups or organizations in bulk for \$.25 per button plus shipping. To receive more information on becoming a life jacket safety leader, or to order your button, please visit our Boating Safety Sidekicks website at www.boatingsidekicks.com. 🚤

OMC "TAKE 'EM BOATING" GRANT PROGRAM

The OMC Foundation provided a grant to the National Safe Boating Council to establish an endowment program to educate and promote boating among America's young people. The program shall ensure that the selected youth programs have a source of start-up or development funds through a grant, judged and administered by the National Safe Boating Council. The client group to be served will be young boaters, kindergarten through the 12th grade age group. A call for grant proposals shall go out annually, and a single entry will be selected and provided with a nominal sum, basically the revenue from the endowment minus expenses.

The OMC "Take 'em Boating" Grant will give support to programs that educate the next generation of boaters. Any program presenting an opportunity to get kids in boats will be considered. In addition to educating the next generation, this program will help promote the future of the marine industry through environmental education and safety awareness. It will embrace all aspects of recreational boating for this age group, looking at innovative opportunities, including adaptive boating, paddle sports, sailing, and powerboat safety programs.

The professional staff of the National Safe Boating Council and the volunteer services of the Board of Directors and Members of the Council will supply in-kind administrative support. The OMC name and background information of the Ole Evinrude Foundation and the Outboard Marine Corporation will be included in every grant packet and in every grant award announcement. A permanent plaque will be created to recognize the former employees of Outboard Motor Corporation and list every grant program recipient.

A call for grant requests will be made through the National Safe Boating Council's web site, press releases, and newsletters. At all times the programs must be aimed at introducing children to boating, and serve as a start up effort to get a program started. Preference will be given to those proposals that will use the grant to begin an enduring program, not existing solely on grant funds. Innovation and ingenuity will also be key guidelines. All are welcome to apply including any organizational member of the NSBC (non-profit, commercial or governmental). Grant recipients will be expected to submit periodic and final reports. The project should include plans to promote the ideals of the OMC Foundation, its history, as well as the mission of the National Safe Boating Council's Safe Boating Campaign. The Council seeks new ideas, innovation, and new audiences to maximize the impact of the grants. 🚤

DID YOU KNOW:

Research shows that, in the case of magazines, the advertiser has perhaps 3-1/2 seconds to catch the reader's attention. If this is true for print advertising, it's more true for Outdoor Advertising...where the viewer may be traveling at 50 mph. Since most outdoor executions are seen from a moving vehicle, time of exposure must be carefully considered. With good creative, sizable amounts of information can be communicated at a glance. It's been said that art directors should view outdoor in the same way they view 10-second I.D.s for TV: quick bursts of essential information.

AWARD WINNERS

Congratulations to our 2005 Boating Education Advancement Award Winners!

BEAA Regional Award Winners

Northern Region – Cleveland Metroparks Institute of the Great Outdoors
Southern Region – Sam Houston Area Council Sea Scout Fleet
Western Region – Oregon State Marine Board's Jr. Boater Program

BEAA National Award Winner

Northern Region – Cleveland Metroparks Institute of the Great Outdoors

Boating Safety Youth Program Award Winner

Houston Safe Boating Council – Camp W.A.D.E.

Thank you to Coors Brewing Company for sponsoring the Regional and National Awards and West Marine for sponsoring the Youth Program Award. Your support is greatly appreciated!