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FOR IMMEDIATE RELEASE

National Safe Boating Council Announces the City of Mentor, Ohio as the Northern Boating Education Advancement Award Winner



Manassas, VA (April 2, 2007) –National Safe Boating Council (NSBC) Past Chairman Ed Carter and Coors Brewing Company Representative Deanna Rice presented the City of Mentor, Ohio with the Northern Boating Education Advancement Award (BEAA) at the 11th Annual International Boating and Water Safety Summit in San Antonio, Texas. Sponsored by Coors Brewing Company, the BEAA awards are given out annually to recognize the outstanding efforts of individuals and organizations that have developed and implemented new and innovative boating education programs that reach out to boaters while addressing some of the major safety concerns of today's vessel operator.

When the City of Mentor began to develop this course their goal was to create a program that would educate the community about boating and water safety in an area that had no such program. In less than five years this course has grown into one of the largest in the State of Ohio using a wide range of marketing techniques and promotions to encourage participation. The Ohio boating safety program now shares their experiences so that other agencies can learn how to establish and promote boating safety programs in their areas.

Boating Education Advancement Award Winners are selected from the three regional (Northern, Southern, Western) and Canadian award recipients. Regional winners receive an award and \$1000. The North American Award Winner is selected from the four regional winners and presented with an award and an additional \$1500 at the annual International Boating and Water Safety Summit. The BEAA Awards were established by the NSBC, a 501(c)3 non-profit organization that is the foremost coalition for the advancement and promotion of safer boating through education. The NSBC is comprised of over 333 national, regional, and local boating and water safety agencies, organizations and corporations that are all committed to boating safety.