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National Safe Boating Council Announces Lower Colorado River Authority as the National Boating Education Advancement Award Winners



Manassas, VA (April 2, 2007) –National Safe Boating Council (NSBC) Past Chairman Ed Carter and Coors Brewing Company Representative Deanna Rice presented the Lower Colorado River Authority with the Southern Region Boating Education Advancement Award (BEAA) at the 11th Annual International Boating and Water Safety Summit in San Antonio, Texas. The Lower Colorado River Authority was then chosen as the North American winner out of the four regions that participate in the awards. 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 and address some of the major safety concerns of today's vessel operator.

This multi-year initiative entitled Nobody's Waterproof is in its second year, targeting highly populated boating areas along the waters of the Highland Lakes. The innovative program creates a face to face dialogue between boaters and boating educators to better market the idea of being safe while on the water. An outreach team patrols the water in a colorful and visible jet-drive boat, visiting some of the most popular locations on the lake to engage boaters in activities such as water safety trivia games. The boater can win prizes and have fun while learning more about safety tips such as wearing your life jacket and drinking responsibly on the water. Using a network of boating safety partners as well as sponsors with an interest in public safety, LCRA has managed to leverage the cost of the campaign while increasing the outreach and promotion of Nobody's Waterproof.

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.