

Contact: Erika Clemons
Phone: (703) 361-4294
Email: campaign@safeboatingcouncil.org

FOR IMMEDIATE RELEASE

National Safe Boating Council Announces South Carolina Department of Natural Resources as the Southern Boating Education Advancement Award Winners



Manassas, VA (May 12, 2006) –National Safe Boating Council (NSBC) Chairman Ed Carter and Coors Brewing Company Representative Deanna Rice presented the South Carolina Department of Natural Resources with the Southern Region Boating Education Advancement Award (BEAA) at the 10th Annual International Boating and Water Safety Summit in Palm Harbor, Florida. 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.

The South Carolina Dept. of Natural Resources created a mascot, affectionately known as Zippit that would be associated with their boating safety program “Lose that Sinking Feeling with Zippit”. Zippit was introduced to South Carolina using all forms of media, during special events, and on promotional items used by the boating public. The messages carried by Zippit raised awareness about wearing PFD’s to reduce boating fatalities and educate boaters about being informed and educated to reduce boating collisions, make South Carolina’s waters safer for the public.

Boating Education Advancement Award Winners are selected from the three regional (Northern, Southern, Western) and Canadian award recipients. Regional winners receive an award and \$1500. The National Award Winner is selected from the four regional winners and presented with an award and \$2500 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.