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FOR IMMEDIATE RELEASE

WINNERS ANNOUNCED FOR 2009 “I’M A SAFE BOATER. ARE YOU?” CONTEST
Children Set the Example for Safer Boating Efforts

MANASSAS, VA (February 17, 2010) – The National Safe Boating Council and West Marine, Inc., the world’s largest specialty retailer of boating supplies and accessories, have once again partnered to extend safe boating awareness and education through the 2009 Boating Safe Sidekicks Contest “I’m a Safe Boater. Are You?” The winners of the contest have just been announced and are commended for their interest and commitment to safer boating.

The fourth annual Boating Safety Sidekicks Contest “I’m a Safe Boater. Are You?” asked children between the ages of four and eleven to submit artwork in the form of posters, photography, or movies as well as short stories and essays to describe how they stay safe on the water. Artwork entries that were submitted were evaluated on design, style, artwork, and the overall safety message. Story and essay entries were chosen based upon grammar, punctuation, composition, and the effectiveness of the story told.

First place winners will receive a \$100 gift certificate courtesy of West Marine as well as a \$100 savings bond donated from Within Reach. Other prizes for the first place winner include a life jacket, Sidekicks baseball cap and DVD, and recognition on the Sidekicks web site.

To read all of the winning entries, visit the Boating Safety Sidekicks web site at www.BoatingSafetySidekicks.com. A complete list of the 2009 winners is as follows:

Story Category – 8-11 Age Group

(1) Brigitte L. from Leesburg, VA

Poster Category – 4-7 Age Group

(1) Courtney R. from Lockport, IL

(2) Lily P. from Bradenton, FL

Poster Category – 8-11 Age Group

(1) Will E. from Bradenton, FL

(2) Bradley A. from Bradenton, FL

(3) Shelby N. from Nenana, AK

Congratulations to our 2009 “I’m a Safe Boater. Are You?” winners! For more information on how to stay safe on the water, visit the National Safe Boating Council’s web site at www.SafeBoatingCouncil.org.

ABOUT NATIONAL SAFE BOATING COUNCIL

Formed in 1958, the National Safe Boating Council (NSBC), a 501(c)3 nonprofit organization, is the foremost coalition for the advancement and promotion of safer boating through education and outreach. The NSBC is comprised of over 330 national, regional, and local boating and water safety agencies, organizations and corporations that are all committed to boating safety.

ABOUT WEST MARINE

West Marine, the largest specialty retailer of boating supplies and accessories, has more than 330 company-owned stores located in 38 states, Puerto Rico and Canada and two franchised stores located in Turkey. West Marine's call center and Internet channels offer customers approximately 50,000 products and the convenience of exchanging catalog and Internet purchases at our store locations. Our Port Supply division is one of the largest wholesale distributors of marine equipment serving boat manufacturers, marine services, commercial vessel operators and government agencies. For more information on West Marine's products and store locations, or to start shopping, visit westmarine.com.

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