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FOR IMMEDIATE RELEASE

**“Kids Don’t Float School Program”
2009 Boating Safety Youth Program Award Recipient**

Washington, DC (April 24, 2009) – The National Safe Boating Council (NSBC) presented the “Kids Don’t Float School Program” with the Boating Safety Youth Program Award at the 13th annual International Boating and Water Safety Summit (IBSWW) in Panama City Beach, FL. Sponsored by BoatU.S., the award recognizes individuals and organizations that have developed and successfully implemented innovative youth boating education programs targeting safety issues and concerns of a national interest.

This program is a model curriculum that can be used by anyone wishing to introduce basic boating and water safety concepts to K-12 students. These easy-to-use, short lessons include fun activities that emphasize key points in boating and water safety, such as the proper use of life jackets. The curriculum is written so that it is very easy to adjust according to demographics as well as the age group that is being targeted.

The program goals include developing student awareness, understanding, and appreciating Alaska’s cold water and the hazards it presents, developing student awareness of the importance of wearing life jackets while on a boat or around the water, providing students with the skills necessary for the proper selection and use of life jackets, and encouraging safe and responsible behavior when on a boat or participating in outdoor water related activities.

The Kids Don’t Float School Program is available as a PDF on the State of Alaska’s Boating Safety Web site: www.alaskaboatingsafety.org or at dnr.alaska.gov/parks/boating/kdfhome.htm.

Boating Safety Youth Award winners are chosen from eligible programs aimed at students under the age of 18 years with the primary goal of increasing boating safety awareness among youth. The winner receives a trip to IBWSS and \$2,500. The Boating Safety Youth Award was established by the NSBC, a 501(c)3 nonprofit organization that is the foremost coalition for the advancement and promotion of safer boating through education. 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.