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Contact: Rachel Burkholder – Outreach Manager, National Safe Boating Council

Phone: (703) 361-4294

E-Mail: outreach@safeboatingcouncil.org

FOR IMMEDIATE RELEASE

**National Safe Boating Council and Sperry® Top-Sider Continue Partnership
for National Safe Boating Week 2009**

Washington, DC – The National Safe Boating Council (NSBC) is proud to announce that it will once again partner with Sperry® Top-Sider for National Safe Boating Week, May 16 – 22, 2009. The NSBC has recognized Sperry Top-Sider as the Official Footwear of the National Safe Boating Council since 2006, making this the fourth year that the NSBC and Sperry have officially joined forces to promote safe boating and education throughout the country.

“The NSBC truly treasures our growing partnership with Sperry,” comments Virgil Chambers, Executive Director of the NSBC. “Their continued generosity towards our organization and boating as a whole is commendable and we hope to make a difference in the boating community through this endeavor.”

During National Safe Boating Week, Sperry will offer a 10% discount on each item that is purchased on their web site with a special code (code: “SAFE”) that can be found at www.SafeBoatingCouncil.org and www.SafeBoatingCampaign.com. When an individual purchases from Sperry with this code, they’re also helping to promote safer boating and education – a percentage of each purchase will be donated to the National Safe Boating Council. In the past, this donation from Sperry has been used to promote programs, courses, and other efforts to reach out to boaters.

“We are pleased and excited to once again partner with the NSBC during National Safe Boating Week,” remarks Craig Reingold, President of Sperry Top-Sider. “The NSBC serves an important role not only during National Safe Boating Week, but all year long. We want to make sure that boaters are safe, not only by knowing how to boat safe, but by wearing proper footwear – Sperry Top-Siders – to be safe aboard any vessel.”

Please join the National Safe Boating Council and Sperry Top-Siders to make this National Safe Boating Week even more memorable. During NSBW, make sure to visit www.SperryTopsider.com to purchase your gear and help promote safer boating!

About the National Safe Boating Council

The National Safe Boating Council represents over 330 U.S. and Canadian organizations committed to reducing boating accidents and enhancing the boating experience. Visit www.SafeBoatingCampaign.com for campaign materials and additional safe boating resources.