

FOR IMMEDIATE RELEASE

Contact: Rachel Johnson, NSBC
Phone: (703) 361-4294
Email: outreach@safeboatingcouncil.org

The National Safe Boating Council Introduces New Web Site Design
New design is more user-friendly, offering easy navigation

Bristow, VA (November 9, 2011) – [The National Safe Boating Council](http://www.SafeBoatingCouncil.org) (NSBC) has officially launched its redesign of the organization’s web site, www.SafeBoatingCouncil.org. The new design concept has been updated to reflect growing trends in the digital world. Now equipped with easier navigation and a daily newsfeed, visitors to the web site will experience a better way to explore the NSBC web site and learn more about what it’s doing to accomplish its mission of “safer boating through education, outreach, and training.”

The National Safe Boating Council has contracted with [Parroco Production Group](http://www.parroco.com), Inc. (PPG) to introduce a complete redesign and continued updates of the NSBC web site. PPG was selected for its experience and insight in web-based multimedia, content development services, and management support services.

“The National Safe Boating Council is excited to introduce the ‘new’ web site, offering educators, the media, marine professionals, and recreational boaters the ease to explore all that our organization has to offer,” comments Virgil Chambers, executive director of the NSBC. “Now they can quickly identify different education and outreach efforts, as well as training opportunities and so much more with the simple click of a mouse.”

The redesign takes on an entirely different layout and format than the previous NSBC web site. With clean tabs and descriptions, as well as engaging visuals, the web site will continue to devote itself to offering the most current information as it relates to recreational boating throughout North America and abroad.

About the National Safe Boating Council

The National Safe Boating Council (NSBC), a national non-profit organization, is the foremost coalition for the advancement and promotion of safe boating through education, outreach and training. The NSBC is comprised of over 330 U.S. and Canadian national, regional, and local boating and water safety agencies, organizations, and corporations all committed to boating safety. To learn more about the National Safe Boating Council and its safe boating resources and campaign materials, visit www.SafeBoatingCouncil.org.

###