

NATIONAL SAFE BOATING COUNCIL ANNOUNCES 2007 “BE A SURVIVOR!” ESSAY CONTEST WINNERS

Stories Reflect Importance of Wearing a Life Jacket

Washington, DC (November 27, 2007) – The National Safe Boating Council (NSBC) is pleased to announce the winners of its 2007 “Be a Survivor!” Essay contest. First introduced in the 2006 campaign, the contest was designed to engage boaters nationwide by inviting individuals to submit personal testimonials on how the life jacket has made a difference in their boating experience.

Chosen from among 50 entries submitted by boaters from all regions in the United States, the winning entries are:

1st Place Winner: Jane Alexander of Surf City, North Carolina

2nd Place Winner: Carter Ullman of Lake Wales, Florida

3rd Place Winner: Tyson Hajek of Great Falls, Montana

Winners will receive prizes courtesy of West Marine, America’s favorite boating supply store including West Marine’s best selling VHF 150 hand held radio, two “Comfort Series” Automatic Inflatable vest-style PFDs, a Torpedo Blaster towable and a Runabout Adult Vest 4-Pack, including nylon storage case.

“We congratulate our winners on their essays and especially on their commitment in choosing to wear their life jackets,” said Virgil Chambers, Executive Director of the National Safe Boating Council. “It is our hope that these stories will help to advance our mission of promoting boating safety to the more than 78 million boaters across the country.”

These stories, as well as other entries submitted through the contest, have the opportunity to be published in a future version of NSBC’s publication, *Saved By the Jacket*.

Winning entries encouraged a “survivor’s attitude” by convincing others to wear their life jackets whenever they are out on the water. First prize winner Jane Alexander’s essay recounted how quickly accidents can happen on the water. While trying to remove her boat’s line from the piling, Alexander slipped and fell in the cold water as the wind and current carried her away from the boat. Luckily she had on an automatic inflatable life jacket which promptly inflated, shooting her to the surface and allowing her husband to find her and pull her out of the water. Putting on a life jacket the moment she stepped onto the boat allowed her to be found and rescued.

The contest was produced in partnership with spokesperson Christa Miller of NBC’s hit show *Scrubs* and a mother of three, as well as national retailer West Marine®.

For full text of the three winning stories, visit www.safeboatingcampaign.com.

ABOUT WEST MARINE

West Marine, the country's favorite retailer of boating supplies and accessories, has 380 West Marine stores in 38 states, Puerto Rico and Canada. The Company’s catalog and Internet channels offer customers approximately 50,000 products - far more than any competitor - and the convenience of exchanging catalog and Internet purchases at its retail stores. The Company's Port Supply division is one of the country's 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 or call 1-800-BOATING (1-800-262-8464).

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 333 national, regional, and local boating and water safety agencies, organizations and corporations that are all committed to boating safety.