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FOR IMMEDIATE RELEASE

**National Safe Boating Council Announces the Tennessee Wildlife Resources Agency  
as the winner of the Alcohol Awareness Impact Award**

Manassas, VA (April 19, 2008) –National Safe Boating Council (NSBC) and Coors Brewing Company presented the Tennessee Wildlife Resources Agency with the first-ever Alcohol Awareness Impact Award at the 12<sup>th</sup> Annual International Boating and Water Safety Summit in San Diego, CA. Sponsored by Coors Brewing Company, the Alcohol Awareness Impact Award was given out this year for the first time to recognize the promotion and education toward effective solutions to prevent alcohol misuse in the boating community.

The Tennessee Wildlife Resources Agency's BUI Simulator and Boating Education Trailer has been used throughout the state with great success. The number of people that have been exposed to the simulator and the personal contacts between officers and boaters are in the thousands. The trailer's high visibility, simple design, and multifunctional use has made it a great tool for educating the boating public about boating safety and boating under the influence.

"I would like to thank Coors Brewing Company and the National Safe Boating Council for the recognition of our project," said winning recipient George Birdwell. "The opportunity to share this idea with other boating professionals across the U.S. and even other countries has been an honor to both myself and for Tennessee Wildlife Resources Agency."

The Alcohol Awareness Impact Award winner is chosen based on their program concept demonstrating an effective prevention and awareness strategy to address the misuse of alcohol when boating. The winner receives a trip to the summit where they will be asked to present their award-winning program. They will also receive \$2,500 and an award presented at the Summit. The Alcohol Awareness Impact Award was created by the NSBC and sponsored by Coors Brewing Company, a 501(c)3 non-profit organization that is the foremost coalition for the advancement and promotion of safer boating through education. The NSBC is comprised of over 350 national, regional, and local boating and water safety agencies, organizations and corporations that are all committed to boating safety.