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2016 Wear It! Grassroots Outreach Campaign Recipients Announced

Support from National Safe Boating Council Helps Promote Life Jacket Message on Local Level

Manassas, VA (April 26, 2016) – The National Safe Boating Council (NSBC) announces the recipients of the 2016 Grassroots Outreach Campaign, a component of the national North American Safe Boating Campaign, more commonly known as Wear It!. The NSBC, as a signing partner of the Recreational Boating Safety Strategic Plan, 2012 – 2016, implements various elements of the Strategic Plan in its programs and initiatives. Specifically, the NSBC introduced its Grassroots Campaign in 2014 in support of Strategy 2.3 of the Strategic Plan, outlining the need to *Deliver Boating Safety Messages Through Grassroots Efforts*.

For 2016, the NSBC delegated a committee to review applications on how organizations will promote the Wear It! campaign on a localized level. The committee selected 20 organizations to receive up to \$250 in resources to promote the campaign message in their communities throughout 2016. The chosen applicants will begin implementing the resources into their programs in time for National Safe Boating Week, May 21-27, 2016, and will continue into the summer months. The campaigns will occur across the nation in 13 different states including Arizona, Florida, Georgia, Illinois, Indiana, Maryland, New York, North Carolina, Ohio, Oregon, Texas, Virginia, and Wisconsin.

“Our past research has confirmed that our focus on grassroots campaigns has a great impact on delivering the Wear It! message to recreational boaters. We are excited to see the innovative ways the recipients spread the Wear It! message,” commented Rachel Johnson, NSBC Executive Director. “It is so important to remind the boating public about the importance of always wearing a life jacket while boating, and providing information on how to boat responsibly.”

2016 Recipients (in alphabetical order):

- Bay Sea Scouts, Inc.
- Dallas Sail & Power Squadron
- Forest Preserve District of Will County
- Franciscan Alliance Foundation
- Georgia DNR Law Enforcement Division
- Howard County Recreation and Parks
- Lake Sinissippi Improvement District
- Mt. Harmony / Lower Marlboro United Methodist Church
- North River Sail & Power Squadron
- Peoria Fire and Medical Department
- Remembering Wyatt Dale Water Safety
- Rock River Trail Initiative

- Schurr Sails of Pensacola
- U.S. Coast Guard Auxiliary, Flotilla 054-08-03
- U.S. Coast Guard Auxiliary, Flotilla 054-26-01
- U.S. Coast Guard Auxiliary, Flotilla 3-10
- U.S. Coast Guard Auxiliary, Flotilla 13-6-63
- U.S. Coast Guard Auxiliary, Flotilla 14-05
- U.S. Coast Guard Auxiliary, Flotilla 43
- West Central Florida Council, Boy Scouts of America

The recipients will provide a Midterm and Final Report to NSBC, highlighting their successes to promote life jacket wear and boating safety on a local level. The final results will be made available as part of the Wear It! Final Report provided to the U.S. Coast Guard.

About the National Safe Boating Council

The National Safe Boating Council (NSBC) North American Safe Boating Campaign unites the efforts of a wide variety of boating safety advocates, including the National Association of State Boating Law Administrators, Canadian Safe Boating Council and many members of the National Safe Boating Council. The campaign is produced under a grant from the Sport Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard. To learn more, follow Wear It! at facebook.com/safeboatcampaign and twitter.com/boatingcampaign. Visit safeboatingcampaign.com.

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