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FOR IMMEDIATE RELEASE

**2013 ‘Wear It!’ Campaign Will Offer Resources, Funding Support for Grassroots Efforts**  
*Selected applicants will promote life jacket message in local communities*

**Bristow, VA (January 9, 2013)** – As part of the 2013 North American Safe Boating Campaign (“Wear It!”), the National Safe Boating Council is offering a total of up to \$35,000 in resources and funding to state agencies, organizations and other groups throughout the United States and Canada to help promote the campaign in their communities. The North American Safe Boating Campaign and this project are produced and supported under a grant from the Sports Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard.

“[Wear It!](#)” is the leading national campaign designed to meet the needs of the recreational boating community through its broad-based, multi-faceted partnerships. Through these alliances on a variety of national, regional and community-based scales, the yearlong campaign focuses on family-oriented and family-targeted education and safety awareness messages. The campaign places specific focus on life jacket wear, educating and informing the recreational boating public about the different life jacket options that are currently available, including inflatable life jackets. The NSBC is interested in new, innovative concepts to promote “Wear It!” as well as supporting those endeavors that have proven successful in the past. Applications are due no later than 11:59 p.m. EST on March 1, 2013.

“There are many organizations and boating safety advocates making great strides with the ‘Wear It!’ message already,” remarked Virgil Chambers, executive director of the National Safe Boating Council. “We want to provide them with additional resources to really drive home the message of life jacket wear in their communities.”

The North American Safe Boating Campaign (“Wear It!”) 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 Sports Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard. This grassroots outreach effort will allow for greater exposure of the campaign message by allowing more saturation and presence through those groups fully leveraging the “Wear It!” campaign. For more information on the campaign and to download the 2013 application, visit [SafeBoatingCampaign.com](http://SafeBoatingCampaign.com).

**About the National Safe Boating Council**

The National Safe Boating Council (NSBC) is the foremost coalition for the advancement and promotion of safer boating through education, outreach, and training. The NSBC accomplishes this mission by promoting outreach and research initiatives that support boating education and safety awareness; improving the professional development of boating safety educators through training; and developing and recognizing outstanding boating safety programs. To learn more about the NSBC and its programs, visit [SafeBoatingCouncil.org](http://SafeBoatingCouncil.org).

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