

FOR IMMEDIATE RELEASE

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**National Safe Boating Council and Sperry Top-Sider® Partner to Promote
National Safe Boating Week, Safer Boating in 2013**

Sperry Top-Sider® offering discount during NSBW, portion of proceeds donated to NSBC

Bristow, VA (May 18, 2013) – The National Safe Boating Council, the foremost coalition for the advancement and promotion of safer boating, is again partnering with Sperry Top-Sider, the leading global nautical performance and lifestyle brand famous for inventing the world’s first boat shoe in 1935, to support National Safe Boating Week, held from May 18-24, 2013.

National Safe Boating Week is part of a yearlong effort, the North American Safe Boating Campaign, to bring together boating safety partners across the U.S. and Canada to promote safe and responsible boating, including voluntary wear of life jackets. The National Safe Boating Council is a lead organization for the campaign.

“We’re happy to once again partner with Sperry Top-Sider to not only promote National Safe Boating Week, but boating safety and life jacket wear as well,” remarks Virgil Chambers, executive director of the National Safe Boating Council. “Sperry’s generosity and support of our organization has positively impacted the boating community by allowing us to further develop programs and training through their efforts, support and donations.”

Beginning on May 18 and extending through National Safe Boating Week 2013 (ending May 24), Sperry Top-Sider will offer a 10% discount on all purchases made on SperryTopSider.com and donate a portion of the proceeds to the National Safe Boating Council. Customers should log on to SperryTopSider.com and enter the promotional code BOATSAFE13 during checkout to receive their special discount and help support boating safety.

Sperry Top-Sider has been the official footwear of the National Safe Boating Council since 2006, making this the eighth year that the two organizations join efforts to promote safe boating and education throughout the country.

Sperry Top-Sider President Craig Reingold said “We’re pleased to continue our ongoing partnership with the NSBC and National Safe Boating Week. Sperry Top-Sider has been an advocate for the importance of safe boating since inventing the world’s first boat shoe in 1935, and we are excited to extend this partnership for an eighth consecutive year.”

To show your support for National Safe Boating Week, please visit SperryTopsider.com to purchase your gear and help promote safer boating!

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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.

About Sperry Top-Sider

Since 1935, Sperry Top-Sider has been the leading brand of footwear for those with a Passion for the Sea®. From its introduction of the world's first siped rubber outsole for non-marking traction to advanced technical fabrication to combat the elements, Sperry Top-Sider remains the standard of high-performance amphibious footwear and apparel for life and activities in, on and around the water.

Available around the globe in independent, marine, outdoor, department stores and on SperryTopSider.com, Sperry Top-Sider is the title sponsor of the U.S. Sailing Team Sperry Top-Sider, Sperry Top-Sider Melges World Championships, the Sperry Top-Sider NOOD Regattas and Sperry Top-Sider Charleston Race Week. Sperry is also the official footwear of the US Sailing Association, the Mid Atlantic \$500K and is presenting sponsor of the Salt Water Sportsman National Seminar Series. The brand sponsors more than 30 high profile multi water sport athletes who are part of Team Sperry Top-Sider.

Since early 2010, the brand has launched 26 Sperry Top-Sider retail stores in the U.S. – retail stores dedicated to the Passion for the Sea® lifestyle. Sperry Top-Sider is a division of Wolverine Worldwide. For more information, please visit SperryTopsider.com.