

National Safe Boating Campaign

NEWS

***Boat Smart.
Boat Safe.
Wear It!***

Preparations for the Big Event

By Harriet Howard, DVC-AS

What's new and different? What's tried and true for this year's National Safe Boating Week campaign? Let's travel around the country for a preview of coming attractions as posted on the National Safe Boating Council's website: www.safeboatingcampaign.com.

In preparation for NSBW and the 2007 campaign, the Auxiliary partnered with Wal-Mart stores and Kellogg's cereals to promote life jacket wear. "The Wear A Life Jacket!" ad was featured in March on special boxes of Kellogg's cereals. Auxiliarists in California, Florida and Hawaii were among those who set up boating safety booths at Wal-Mart in March and will return for NSBW.

In addition to safe boating booths, vessel examinations are another tried and true activity for NSBW. In Southern California, Flotilla 58 will combine VSCs with the christening of a new Auxiliary operational facility, "Lil Dunk II." In Alabama, the Auxiliary and the Perdido Bay Power Squadron will perform VSCs during their Safe Boating Ramp Day event. At the Arizona Boating Safety Celebration, a life jacket fashion show will be featured and boating safety demonstrations will be held.

In Pompano Beach, Florida and Hilo, Hawaii, Auxiliarists will teach the America's Boating Course to the public. In Illinois, the Auxiliary and the Army Corps of Engineers will co-chair the Mid America River Expo to offer a boating safety class, display river museum exhibits and distribute safe boating materials.

NSBW Proclamations will be presented to flotillas and divisions by local and state dignitaries. In La Mirada, Oxnard and Ventura, California, the mayors will make the presentations. In San Juan, Puerto Rico, Division 1 will receive a proclamation from the Secretary of the Department of National Resources for the Commonwealth.

At Coast Guard Station Barnegat Light in New Jersey, the Coast Guard and Auxiliary will kick off NSBW with safe boating displays and demonstrations.

Concluding their NSBW events, District 1NR will hold its twelfth annual "Auxiliary Night at the Pops" in Boston.

NSBW is the time to talk boating safety to the public. Myrna the MerMaid and Herman the MerMan remind all boaters to get a vessel safety check, take a boating safety class and "Wear It!"

