

United States Coast Guard Auxiliary



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National Safe Boating Campaign

NEWS

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

DID YOU KNOW?...

By Harriet Howard, DVC-AS

In the days of the wooden sailing ships, Norwegian sailors were the first to use blocks of wood or cork to keep afloat in the sea. These early life preservers have evolved into today's life jackets, with many styles to choose from. Regardless of its type, every life jacket must be worn to work. So "Wear It!"

The slogan of the 2008 North American Safe Boating Campaign is "Wear It!" This slogan is stressed in the materials you may now order from the National Safe Boating Council's website: www.safeboatingcampaign.com.

Free materials include the "Wear It!" posters and stickers plus many safe boating brochures. The paid materials include a campaign billboard, banner and "Boating Sidekicks" booklets.

Another important safe boating campaign is the "Fit to Float" Campaign in which the Auxiliary will partner once again this year with Bass Pro Shop stores and Stearns. This year's campaign, May 17-26, will coincide with the North American Safe Boating Campaign, during National Safe Boating Week, May 17-23. "Fit to Float" is designed to get unserviceable life jackets off the water. It enables boaters to exchange unserviceable life jackets for a discount coupon at selected Bass Pro Shop stores on the days of that store's promotion. Let's include "Fit to Float" Campaign activities as a part of our NSBW activities.

Be sure to post your public affairs events, especially your NSBW events, on the "Post An Event" section of the campaign website. To see upcoming events, click on "View An Event."

