



National Safe Boating Campaign

# NEWS

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

## Opportunities Abound

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Walmart, K-Mart, Ace Hardware, West Marine, Bass Pro Shops, are just some of the retail stores that have given our PA Officers space for their boating safety displays for National Safe Boating Week. With the 2010 campaign ahead of us, let's plan to use these stores as opportunities to meet the boating public and "sell" them on safe boating practices. Now is the time to contact the managers of these establishments and secure a spot during NSBW. Some of these stores may allow us to use a part of their parking lot to perform VSCs.



Other opportunities abound to reach the boating public, via the media. Download the statistics from the National Safe Boating Council's website, [www.safeboatingcampaign.com](http://www.safeboatingcampaign.com) to list boating accidents and fatalities for your press releases. Editors love statistics. Also, invite the TV and news media to attend your special NSBW events. Life jacket demonstrations and on-the-water rescues make great action footage for television broadcasts.

Look for the free and paid resources available from the campaign site in March. Such items as "Wear It!" stickers, decals and posters are especially favored by our younger boaters. For additional resources, download the Auxiliary Material Supply Center Catalog at <http://www.uscg.mil/auxiliary/publications/misc/DCAT.pdf>. Order through your Materials Officer.

Don't forget to post your planned PA exhibits and VSCs on the campaign website for NSBW and even before the big event. Share your great ideas.