

UNITED STATES COAST GUARD AUXILIARY



**America's
Volunteer
Guardians**

Promoting Boating Safety, Security and Stewardship since 1939



May 2010

National Safe Boating Campaign

NEWS

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

Celebrities Among Us

**By Harriet Howard
Special Assistant for NSBW**

Through the years, many celebrities have participated in our nationwide safe boating campaigns. Actor Lloyd Bridges, newsman Walter Cronkite and former BoatU.S. President Richard Schwartz are among those who have provided notable service to the Coast Guard Auxiliary and were named "Honorary Commodores." Well known figures from the sports and entertainment worlds have been National Safe Boating Week spokespersons for the National Safe Boating Council. Last year, football legend, Dan Marino, was the NSBW celebrity spokesperson for the Coast Guard Auxiliary. Each year, the President of the United States, governors of the various states, mayors and other dignitaries recognize the importance of safe boating and sign National Safe Boating Week Proclamations.



Mascots are celebrities among our youngest boaters. Coastie, the boating safety robot, Panda, Sammy the Sea Otter, Safe T Seal and other district favorites reach out to the kids and teach them how to be safe on the water.

Special activities for NSBW, May 22-28, have been planned by our very own VIPs, our Public Affairs Officers. This year, people in Akron, Ohio and Pompano Beach, Florida, will view a fly-over by the Goodyear Airships scrolling multiple safe boating messages including the "Wear It!" slogan. At Station Green Bay, Wisconsin, the public will observe a simulated air/sea rescue by the Coast Guard and Auxiliary and in Des Moines, Iowa, the Auxiliary and the Army Corps of Engineers will demonstrate water safety activities for the family. This year's celebration of safe boating will also feature PA Exhibits, vessel safety checks, public tours at Coast Guard Open Houses and many other events to attract the recreational boater.

From Alaska to the Caribbean, we're getting ready for National Safe Boating Week 2010.

A reminder: Please send your photos and brief articles about your 2010 NSBW events to harriethoward@speakeasy.net by June 10th for consideration for inclusion in the NSBW issue of *The Navigator*.