

## FOR IMMEDIATE RELEASE

### 2014 Water and Boating Safety Media Contest Winners Announced *Entries Promote Important Messaging, Break Records*

**Nashville, Tennessee (April 22, 2014)** – The 2014 International Boating and Water Safety Summit (IBWSS), held in Nashville, Tenn., closed its final day of sessions with the announcement of this year’s Media Contest winners. In total, 112 submissions were reviewed by the judging panel – a new record for entries.

The 2014 IBWSS Media Contest was hosted by the National Water Safety Congress (NWSC) and the National Safe Boating Council (NSBC) to showcase the outreach efforts of organizations, agencies, and groups in the realm of boating and water safety.

“To have the opportunity to review over 100 different entries promoting life-saving messages is truly inspiring,” commented Rachel Johnson, executive director of the NSBC. “There was tough competition when it came to the ‘best’ out there because all the entries were so strong.”

In total, 22 organizations and agencies submitted entries in the following categories: Giveaways/Handouts; Booklets/Brochures; Posters/Signs; Special Category – Education; Electronic Education; Audio PSAs and Video PSAs, judged on the criteria of Clarity of Message, Uniqueness and Innovation, Boating and Water Safety Message, and Adaptability.

New for 2014, winners and honorable mentions were recognized at a special General Session at the IBWSS. Each honoree received a certificate recognizing their work and each category’s first place winner received a discount certificate towards their 2015 IBWSS registration, to be held March 29 – April 1, 2015 in Sandestin, Florida.

“The work from partner organizations and agencies this past year truly encompasses the overall message of the IBWSS and what we hope to achieve: promoting boating and water safety,” remarked Mike Baron, U.S. Coast Guard 9<sup>th</sup> District Boating Safety Specialist.

2014 Media Contest Winners:

Giveaways/Handouts: Wear It! Coloring Lunch Bag – Kansas Department of Wildlife and Parks

Booklets/Brochures: Water Safety for Duck Hunters – Minnesota Department of Natural Resources

Posters/Signs: Cold Water Kills – Paddle Safely – New York State Parks

Special Category – Education: Photo Opp Sign – U.S. Army Corps of Engineers

Electronic Education: Rate Your Boating Safety Smarts Quiz – California State Parks: Division of Boating and Waterways

Audio PSAs: Boater Hero – California State Parks: Division of Boating and Waterways  
Video PSAs: The Bomb – WSIA

For a complete list of winners and to learn more about the International Boating and Water Safety Summit, visit [www.IBWSS.org](http://www.IBWSS.org). The IBWSS is produced in part under a grant from the Sports Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard.

### **About the National Water Safety Congress**

The National Water Safety Congress (NWSC) remains committed to continuing their leadership role in advancing the promotion of education and hands on training for safety on our recreational waters. The NWSC develops, publishes, and distributes boating and water safety education materials to recreational and professional users, with a consistent message to provide public safety benefits and designed to reduce or eliminate water-related accidents, injuries, and fatalities. The NWSC acknowledges those who have made outstanding contributions in their efforts to prevent accidents or loss of life, and assist us in building a network of water safety professionals throughout the country between federal, state and local organizations and individuals. To learn more about the NWSC and its programs, visit [WaterSafetyCongress.org](http://WaterSafetyCongress.org).

### **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](http://SafeBoatingCouncil.org).

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