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'Saved by the Beacon' Campaign Launches at Miami International Boat Show On-Water Event
New Boating Safety Campaign Introduces Importance of 406 MHz Beacons and How to Use Them

Miami, FL (February 11, 2015) – A new boating safety campaign was unveiled today at the Miami International Boat Show by the National Safe Boating Council (NSBC), a leading expert in boating safety. The Saved by the Beacon National Safe Boating Campaign will help recreational boaters understand the importance of emergency locator (406 MHz) beacons and how to use them correctly in the case of a boating emergency. The campaign launched during the NSBC's Networking and Search and Rescue Demonstration on-water event, co-hosted with the organization's sustaining member, [ACR Electronics Inc.](#)

"What better time than the Miami Boat Show to introduce such an impactful, important boating safety message?" said Rachel Johnson, executive director of the NSBC. "We're excited to share the Saved by the Beacon message with those who most influence recreational boating, ultimately helping to save more lives on the water."

Each year, more than 500 lives are lost during recreational boating accidents. It's important for boaters to understand the importance of boating safety, such as always wearing a life jacket, following navigation rules and having an emergency locator beacon on board their boat or worn on their life jacket.

Saved by the Beacon will emphasize the difference between the use of EPIRBs (Emergency Position Indicating Radio Beacons) for one's boat versus PLBs (Personal Locator Beacons) for one's life jacket. The campaign will also compare the benefits of beacons to other commonly used mariner's communications devices such as VHF-FM (DSC) radios, GPS trackers and cellphones.

"The goal of Saved by the Beacon is to educate recreational boaters of the lifesaving importance of carrying an EPIRB or PLB. With beacon ownership also comes the responsibility of beacon registration as well as a thorough understanding of knowing how and when to use your beacon." said Gerry Angeli, President of ACR Electronics, Inc. Gerry added, "In my years at ACR Electronics, through our SurvivorClub program, I have met a multitude of boaters with various circumstances from all around the world whose lives were saved because they used a beacon."

The campaign will share real-life examples of people who have been 'Saved by the Beacon.' The campaign will feature PSAs, infographics and a book, which will also be available as an e-book. Saved by the Beacon is produced under a grant from the Sports Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard. For more information, please visit savedbythebeacon.com.

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. To learn more about the NSBC and its programs, visit safeboatingcouncil.org. Follow NSBC at twitter.com/safeboatcouncil and facebook.com/nationalsafeboatingcouncil.

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