

FOR IMMEDIATE RELEASE

2016 Water and Boating Safety Media Campaign Contest Winners Announced *Entries Promote Important Messaging*

San Diego, CA (March 10, 2016) – The 2016 International Boating and Water Safety Summit (IBWSS), held in San Diego, CA, closed its final day of sessions with the announcement of this year’s Media Campaign Contest winners. In total, over 30 submissions were reviewed by the judging panel.

The 2016 IBWSS Media Contest was hosted by the National Safe Boating Council, National Water Safety Congress (NWSC), and the National Association of State Boating Law Administrations (NASBLA) to showcase the outreach efforts of organizations, agencies, and groups in the realm of boating and water safety.

“To have the opportunity to review different entries promoting life-saving messages is truly inspiring,” commented Brian Westfall, president of the NWSC. “There was tough competition when it came to the ‘best’ out there because all the entries were so strong.”

Organizations and agencies from around the world 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.

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 2017 IBWSS registration, to be held April 23 – 26, 2017 in St. Petersburg, FL.

“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,” Westfall noted.

2016 Media Contest Winners:

Giveaways/Handouts: Wear It! Floating Bookmark, Marine Sports Foundation
Booklets/Brochures: Kids Go Paddling Workbook, American Canoe Association (ACA)
Posters/Signs: Wear It! Photo Panel, Marine Sports Foundation
Special Category – Education: Bobber Game, USACE National Operations Center for Water Safety
Electronic Education: Lake Guard Mobile Game App, Corps of Engineers Natural Resources and Education Foundation
Audio PSAs: ‘Life Jackets Worn...Nobody Mourns’, Corps of Engineers Natural Resources and Education Foundation

Video PSAs: 'Life Jackets Worn...Nobody Mourns', Corps of Engineers Natural Resources and Education Foundation

For a complete list of winners and to learn more about the IBWSS, visit 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 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.

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.

About the National Association of State Boating Law Administrators

The National Association of State Boating Law Administrators (NASBLA) is a national nonprofit organization that works to develop public policy for recreational boating safety. NASBLA represents the recreational boating authorities of all 50 states and the U.S. territories. The association offers a variety of resources, including training, model acts, education standards and publications. Through a national network of thousands of professional educators, law enforcement officers and volunteers, NASBLA affects the lives of over 83 million American boaters.

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