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FOR IMMEDIATE RELEASE

**The National Safe Boating Council Announces the 2010
Pillar of Support Award Winner**

Bruce Rowe, Forever Resorts Recognized for his "Wear It!" Efforts

Savannah, GA (March 9, 2011) - The Pillar of Support Award, presented by the United States Coast Guard Boating Safety Division and the National Safe Boating Council (NSBC), honors individuals, organizations and companies that have demonstrated a strong commitment and support to the National Recreational Boating Safety Program. Bruce Rowe, Director of Marine Services for Forever Resorts, was selected as the 2010 recipient of the Pillar of Support Award.

Criteria for the award include developing an innovative and informative way of communicating the campaign message "*Wear It!*" (a national initiative to make individuals aware of the importance of wearing a life jacket while boating); the ability to reach a widespread and diverse boating audience; the practicality of message being communicated; the adaptability of the program; and commitment to continually promote quality messages of safe boating awareness.

Forever Resorts, through the proactive leadership of Bruce Rowe, continues their commitment to boating safety by first and foremost, putting the "Wear It!" message on each of their boats. In total, Forever Resorts has 250 houseboats and 500 small boats. Two of the houseboats have been "wrapped" with a large "Wear It!" logo (see below). The other 748 boats all have both a large and small "Wear It!" decal prominently displayed on each vessel.

"Bruce Rowe and Forever Resorts is a shining example of how to promote the 'Wear It!' campaign and safe boating practices in a clever way," remarks Virgil Chambers, executive director of the National Safe Boating Council. "We are pleased to recognize Mr. Rowe for his proactive efforts in getting the campaign message to the boaters."

Continually, Forever Resort, through their advertising efforts in *Ride* magazine, has promoted the campaign message by displaying the people in the advertisement not only wearing life jackets, but life jackets with the "Wear It!" logo on them. Forever Resorts has worked closely with the states of California and Nevada with their "Wear It California!" and "Wear It Nevada!" campaigns each summer to promote the life jacket message through prizes, including a grand-prize houseboat trip.

“The U.S. Coast Guard is excited to see individuals like Bruce and companies like Forever Resorts supporting such a positive message and doing their part to keep recreational boaters safe on our nation’s waterways,” comments John Malatak, Chief of Program Operations at the U.S. Coast Guard Boating Safety Division.

Mr. Rowe was given his award at the 15th annual International Boating and Water Safety Summit in front of his peers and colleagues on March 9, 2011.

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About the National Safe Boating Council

The National Safe Boating Council represents over 330 U.S. and Canadian organizations committed to reducing boating accidents and enhancing the boating experience. Visit www.SafeBoatingCouncil.org for safe boating resources and campaign materials.

About the United States Coast Guard

The U.S. Coast Guard is one of the five armed forces of the United States and the only military organization within the Department of Homeland Security. The Coast Guard protects the maritime economy and the environment, defends our maritime borders, and saves those in peril.