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FOR IMMEDIATE RELEASE

**The National Safe Boating Council Announces the Winner of the
2011 Boating Safety Youth Award**
Huron Water Safety Day is Recognized for its outreach effort

Savannah, GA (March 9, 2011) – The National Safe Boating Council (NSBC) has announced the winner of the 2011 Boating Safety Youth Program Award, sponsored by the Boat Owners Association of The United States (BoatU.S.). Huron Water Safety Day was recognized as the 2011 winner for its day-long safety event held each year since 2007.

The Boating Safety Youth Program award is designed to provide a vehicle for recognizing organizations and individuals that have developed and successfully implemented innovative youth boating education programs targeting safety issues and concerns of national interest.

The goal of this award is to encourage the development of innovative boating safety education programs directed at youth. For a youth boating program to qualify, it must integrate safety practices into the program and be aimed at students less than 18 years of age. Selection priority is given to unique or innovative programs with the primary goal of increasing boat safety.

The Huron Water Safety Day was established in 2007 by representatives from the Huron Fire Department, the Chapman Insurance Group, and the USCG Auxiliary Flotilla 09E-06-05. The event was designed as a day-long educational outing for third and fourth grade students of Huron schools. The event is broken into five educational sessions, each lasting thirty minutes and covering important aspects of water and boating safety. At the end of the Huron Water Safety Day, each child is given educational materials, a life jacket, and a tee-shirt.

The Huron Water Safety Day was awarded a cash prize of \$2,500 courtesy of BoatU.S. to be used for the enhancement of their youth-oriented boating safety program as well as a trophy commemorating their winning program. In addition, Christine Crawford, Chairman & Co-Founder of “Huron Water Safety Day” presented an overview of their program at the 2011 International Boating and Water Safety Summit held in Savannah, Georgia.

“This year’s Boating Safety Youth Program has created an outstanding event with its Huron Water Safety Day. The National Safe Boating Council, in its partnership with

BoatU.S., is proud to support this initiative and help promote safer boating to our nation's youth," comments Veronica Floyd, Chair of the NSBC.

The Huron Water Safety Day program is easily adaptable for others to produce in their own area, with special emphasis placed on key boating safety issues using an age-appropriate approach. For more information about the Huron Water Safety Dance, please contact Christine Crawford at (330) 465-0890.

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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 BoatU.S.

BoatU.S. – Boat Owners Association of The United States – is the nation's leading advocate for recreational boaters providing over half million members with government representation, programs and money-saving services. For membership information visit www.BoatUS.com or call 800-395-2628. Its sister organization, the 501(c)(3) nonprofit BoatU.S. Foundation for Boating Safety and Clean Water, is primarily funded by members of BoatU.S. and is a national leader promoting safe, clean and responsible boating.