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**National Safe Boating Council Presented the
2011 Internet Advertising Competition Award**

Life Jacket “Safety Dance” Recognized as Best Non-Profit Social Media Campaign

Bristow, VA (June 8, 2011) – The National Safe Boating Council (NSBC) has won the coveted “Best Non-Profit Social Media Campaign” Internet Advertising Competition (IAC) award presented by the Web Marketing Association for its 2010 Life Jacket “Safety Dance” interactive campaign intended to spread the important message of life jacket safety and awareness. The IAC awards honor excellence in online advertising, recognize the individuals and organizations responsible and showcase the best in award winning Internet advertising.

The Life Jacket “Safety Dance” was created with collaboration between the National Safe Boating Council and Paul Werth Associates to find a fresh, new way to promote the “Wear It!” safety message utilizing new social marketing efforts to reach a larger audience than with more traditional advertising. The “Safety Dance” used Facebook Connect to customize the male and female-specific dances, creating a more personalized and, therefore, more emotional connection between the viewer and the “Safety Dance” video.

“The ‘Safety Dance’ is a truly innovative concept that is helping to bring the ‘Wear It!’ campaign message to boaters in an entirely new way,” remarks Virgil Chambers, executive director of the National Safe Boating Council. “It’s very gratifying to be recognized as the best non-profit social media campaign by the WMA.”



In total, the “Safety Dance” resulted in more than 1,200 unique views during the 2010 North American Safe Boating Campaign. In 2011, the “Safety Dance” was re-introduced as a stand-alone Public Service Announcement (PSA) currently available on the campaign’s web site at www.SafeBoatingCampaign.com.

The Web Marketing Association (WMA) was founded in Boston in 1997 to “help set a high standard for Internet marketing and corporate web development on the World Wide Web.”

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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.SafeBoatingCampaign.com for campaign materials and additional safe boating resources.