

FOR IMMEDIATE RELEASE

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**PRSA-NCC Honors National Safe Boating Council with Thoth Award for
Outstanding Communications Program**

WASHINGTON, D.C. —The [Public Relations Society of America - National Capital Chapter](#) honored the [National Safe Boating Council](#) and agency partner [Paul Werth Associates](#) with a Thoth Award for the Integrated Communications – Nonprofit category for its 2011 [“Wear It!” Campaign: Increases Awareness of Boating Safety](#) at the 44th Annual Thoth Awards Gala, held on Thursday, September 13 at the [National Press Club](#) in Washington, D.C.

“We are so pleased to have been chosen to receive an award in this category,” remarks Virgil Chambers, executive director of the National Safe Boating Council. “Each year, the ‘Wear It!’ campaign commits itself to boating safety and educating about the importance of wearing a life jacket at all times while boating. This type of recognition is further validation that the message is having an impact on recreational boaters.”

Nearly 200 of the greater Washington area’s top leaders in public relations and communications as well as media attended the event, including special guest presenter, Michael Weiss, a two-time Olympian, two-time World Bronze medalist and three-time U.S. champion figure skater. The gala presented 31 Thoth Awards and 20 Certificates of Excellence to regional communications stars. Recipients included a wide array of area public relations agencies, private sector companies, government organizations, nonprofits, and trade and professional associations.

“We received many great nominations for the Thoth Awards this year,” said Suzanne Holroyd, PhD, APR+M, PRSA-NCC 2012 President. “This year’s winners implemented innovative communications strategies and demonstrated the true value of public relations by achieving impressive and accountable results. We congratulate all winners and nominees and enjoyed hosting an evening of celebration to honor the stellar work and success of so many public relations professionals”

About the National Safe Boating Council (NSBC)

The 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 www.SafeBoatingCouncil.org.

About Public Relations Society of America National Capital Chapter (PRSA-NCC)

PRSA-NCC is a professional public relations association of more than 1,500 members in the Washington, D.C., metropolitan region. PRSA-NCC provides professional development programs, accreditation instruction, and networking. PRSA-NCC also promotes public relations education through five area Public Relations Society of America student chapters. For more information, please visit www.prsa-ncc.org or call (703) 691-9212. Connect with us on Facebook at PRSA_NCC or follow us on Twitter: @PRSA_NCC.

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