

FOR IMMEDIATE RELEASE

Contact: Diane Corish, NSBC Communications Coordinator

Phone: (703) 361-4294

Email: dcorish@safeboatingcouncil.org

The National Safe Boating Council Partners with ACR to Promote #406Day *#406Day Reminds Boaters to Boat Responsibly by Registering their Emergency Locator Beacons*

Manassas, VA (March 29, 2016) – The National Safe Boating Council (NSBC) is partnering with ACR Electronics to recognize the importance of registering 406MHz emergency locator beacons and to educate boaters about life-saving technology of Emergency Position Indicating Radio Beacons (EPIRBs) and Personal Locator Beacons (PLBs) through the NSBC’s Saved by the Beacon campaign.

To help spread awareness of emergency locator beacons on April 6, 2016, the NSBC is asking boaters to take photos demonstrating how their emergency locator beacons makes them feel safer and more confident knowing they have distress technology in case of an emergency. Not only is it important to have emergency locator beacons, but it is also important to keep the registration updated, which can be done by visiting www.sarsat.noaa.gov/beacon.html.

“Each year, recreational boaters rely on EPIRBs and PLBs in times of emergency to quickly connect with Search and Rescue professionals,” remarked Rachel Johnson, NSBC Executive Director. “Our Saved by the Beacon campaign is designed to reach even more boaters with this important message.”

This year, the photos taken by boaters will be entered into a contest where three winners, one each from the Atlantic, Central, and Pacific areas of North America, will receive a copy of the NSBC’s *Saved by the Beacon* book.

“#406Day has opened the lines of communication and spread awareness about the importance of using an emergency locator beacon and educating the public about keeping their registration current,” said Nichole Kalil, ACR Media Specialist. She added, “Please join us and help make this year’s #406Day even more successful.”

To participate, use the following hashtags when posting your photos: #406Day and #savedbythebeacon. To learn more about 406 MHz emergency locator beacons, please visit: www.savedbythebeacon.com and www.sarsat.noaa.gov.

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 www.SafeBoatingCouncil.org.

###