

## FOR IMMEDIATE RELEASE

### National Safe Boating Council Joins the Global #GivingTuesday Movement

**Manassas, VA (November 2, 2016)** – The National Safe Boating Council (NSBC) has joined thousands of other organizations participating in #GivingTuesday, a global day of giving that harnesses the collective power of individuals, communities and organizations to encourage philanthropy and to celebrate generosity worldwide. Occurring this year on November 29, #GivingTuesday is held annually on the Tuesday after Thanksgiving (in the U.S.) and the widely recognized shopping events Black Friday and Cyber Monday to kick-off the holiday giving season and inspire people to collaborate in improving their local communities and to give back in impactful ways to the charities and causes they support.

For this year's #GivingTuesday, the NSBC will focus on reaching children with important life-saving boating safety messaging. In 2015, 22 children under age 13 lost their lives while boating. The NSBC's outreach efforts will teach children valuable lessons, like always wearing a life jacket, to keep them safe while boating.

“As an organization dedicated to increasing awareness of safe boating practices, we feel it goes without saying that the boaters of tomorrow should be provided with the best chance possible to have fun and stay safe on the water,” says Rachel Johnson, NSBC executive director. “The power of learning can be so positive on a young child's life. We want to be part of that experience and ultimately, help teach children about safe boating to prevent boating fatalities.”

In New River Valley, VA, Sharon Eifried of the U.S. Coast Guard Auxiliary (USCGA), recalls a story about a near-drowning when an 8-year-old boy named Jackson went fishing with his father.

“I was fishing on a dock one day. No life jacket. I caught a fish! Only I did not know I was afraid of fish! I was not sure what to do and jumped back and fell into the water! I was so scared and could only see so much dark, blue, black, yucky. I could not see how to go. I could not find my way out. My daddy jumped in and saved me.”

After learning about safe boating, Jackson said, “I like trying on life jackets and will always wear one when I go fishing or go in a boat. **I want everyone in my family to wear one.** Thank you for teaching me.”

The NSBC wants to reach even more children across North America with safe boating messaging before more incidents like this occur. Our goal is to prevent drownings, and we invite all who are have the same vested interest to donate to this worthy cause on #GivingTuesday, November 29 at [www.safeboatingcouncil.org](http://www.safeboatingcouncil.org).



Follow the NSBC on Facebook ([www.facebook.com/NationalSafeBoatingCouncil](http://www.facebook.com/NationalSafeBoatingCouncil)) and Twitter ([www.twitter.com/SafeBoatCouncil](http://www.twitter.com/SafeBoatCouncil)) for reminders and more details about this year's event.

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### **About 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 [SafeBoatingCouncil.org](http://SafeBoatingCouncil.org).

### **About #GivingTuesday**

#GivingTuesday is a movement to celebrate and provide incentives to give—the 2016 iteration will be held on November 29, 2016. This effort harnesses the collective power of a unique blend of partners—nonprofits, businesses and corporations as well as families and individuals—to transform how people think about, talk about and participate in the giving season.

#GivingTuesday inspires people to take collaborative action to improve their local communities, give back in better, smarter ways to the charities and causes they celebrate and help create a better world. #GivingTuesday harnesses the power of social media to create a global moment dedicated to giving around the world.

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