

National Safe Boating Campaign

NEWS

***Boat Smart.
Boat Safe.
Wear It!***

Waves of Promotions

By Harriet Howard, DVC-AS

The Auxiliary has been promoting safe boating since its inception nearly 66 years ago. Through the efforts of our Public Affairs Officers during the years, there have been waves of safe boating promotions nationwide. During National Safe Boating Week particularly, merchants have displayed our slogans on shopping bags, milk cartons and electronic signboards. The Auxiliary has long known the advantages of partnering with vendors to publicize safe boating.

Look for two waves of promotions coming up, this month and in June, as Kellogg's, Wal-Mart and the Coast Guard Auxiliary join in an "On the Box" promotional program.

Four of Kellogg's most popular cereals will be distributed through 3,800 Wal-Mart stores across the country, the boxes to include a side panel with a recreational boating safety message about our Coast Guard Auxiliary boating safety classes and vessel safety checks. The program will be repeated again in June, appearing on Kellogg's selected snack products.



These promotions are opportunities for Auxiliarists to contact their local Wal-Mart stores to set up a boating safety exhibit or a vessel safety check station. In addition to promoting life jacket wear and VSCs, we have the opportunity to promote our public education classes and the recruiting of new members.

The "Wear a Life Jacket!" ad (as shown) on the cereal and snack boxes lists the Coast Guard Auxiliary contact information: (877) 875-6296 or <http://lifejacket.auxpa.org>. The "On the Box" promotion is a great way to direct the public's attention to the Coast Guard Auxiliary and our boating safety programs.