

United States Coast Guard Auxiliary



January 2006

National Safe Boating Campaign

NEWS

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

THE 2006 CAMPAIGN

By Harriet Howard, DVC-AS

In preparation for the 2006 North American Safe Boating Campaign, the National Safe Boating Council has produced a postcard containing relevant information about the campaign and important dates and information about the campaign website. The postcard will be mailed to Auxiliary recipients in mid January. A copy of the postcard is attached to this article.

The big change for 2006 is that due to the expense, there will be no mailed-out campaign kits. Everything you need for the campaign will be available on line at the campaign website: www.SafeBoatingCampaign.com by March 1st.

Special Features:

- New campaign materials
- New ideas for the campaign
- New information on how to order materials
- New media tools with a "grassroots approach"
- New vinyl banners for your events

Your favorite items, such as posters, logos, statistical information and a list of free and low cost materials will still be available, on line.

National Safe Boating Week is May 20-26, 2006. The slogan remains the same: "*Boat Smart. Boat Safe. Wear It!*" The emphasis is on the "Wear It!" portion of the message.

The North American Safe Boating Campaign promotes boating safety throughout the year, from Canada to the Caribbean.

MARK YOUR CALENDARS!
MAY 20-26, 2006
NATIONAL SAFE BOATING WEEK

Check out the **LATEST** updates to the Campaign!

- **NEW** improvements to the web site
- **NEW** campaign materials available
- **NEW** press items being offered
- **NEW** banners for your events
- **NEW** campaign ideas section



IMPORTANT NEWS!

- You will **NOT** be receiving a campaign kit this year
- Look for our **NEW** campaign pamphlet with instructions on how to order your materials around Feb 10th.
- **EVERYTHING** you need for the Campaign will be available on our web site:

www.SafeBoatingCampaign.com

Contact the National Safe Boating Council at (703) 361-4294 or via email at campaign@safiboatingcouncil.org if you have any questions or comments.



The "Wear It" campaign is part of the "You're In Command, Boat Responsibly" initiative. The campaign is produced under a grant from the Atlantic Resources (Wallop/Thomas) Trust Fund administered by the U.S. Coast Guard.



www.SafeBoatingCampaign.com

