

SBAW Launches for Safe Boating Awareness Week

This year there were 5 major launches of Safe Boating Awareness Week across Canada; Toronto, Halifax, Quebec City, Winnipeg and Vancouver. Each was a resounding success drawing out plenty of media to gather and share the safe boating messages with their audiences.

What made it work so well were the CSBC partners that helped deliver on each of the 5 Key boating safety messages with creative and interactive activities. Although the partners and lead messages differed slightly in each location, each of the key messages were covered in some way.

In Toronto, the lead was a focus on drinking and boating featuring the launch of the CSBC billboard campaign, Help up Catch an Impaired Boater, Call 911. On hand was CSBC's own impaired boater, caught, mounted and talking about the consequences of drinking and boating.

Halifax led their event with a focus on lifejackets culminating in a 'flash mob' performing a specially created and choreographed dance culminating in a mass lifejacket inflation.

In Winnipeg, Dr. Gordon Giesbrecht (aka Professor Popsicle) was on hand with a cold water dunk tank for the media to witness first-hand the effects of sudden cold water immersion. In Quebec City, their kick-off event took place at the Quebec City Marina and highlighted all 5 key campaign messages.

Ready Set Wear It, was the lead feature in Vancouver with 39 participants adding their numbers to the new world record of 6,973 participants. Overall, there were 9 events held in Canada.

Regardless of the location, each launch effectively covered each of the key messages, Wear a Lifejacket, Don't Drink and Boat, Take A Boating Course Be Prepared and Be Aware of the Dangers of Cold Water Immersion, with the help of partners too numerous to mention in this newsletter report. For more details, check out the information on the www.csbc.ca.