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| **Water Sports Foundation, Inc.**Division of WSIAP.O Box 568512Orlando, FL 32856-8512 | Text, logo  Description automatically generated | Wanda Kenton SmithDirector of Communicationswanda@WaterSportsFoundation.com 407.697.8055**National Boating Safety Media Center:**[www.watersportsfoundation.com/media/](http://www.watersportsfoundation.com/media/) |

New Dedicated “National Boating Safety Media Center” Launched to Assist Journalists Assigned to Boating Safety Coverage

Orlando, FL, April 20, 2021 – The Water Sports Foundation (WSF) has recently launched the first phase of its new ***“National Boating Safety Media Center”*** which is designed to facilitate and support journalists assigned to cover boating safety topics.

Housed within a dedicated section on the Water Sports Foundation’s website ([www.watersportsfoundation.com/media/](http://www.watersportsfoundation.com/media/)), the ***National Boating Safety Media Center*** features nearly 300 pieces of content over 54 different categories; a robust image library featuring 48 photo galleries containing 565 high resolution, royalty-free photos and 77 videos/b-roll; press materials, blogs and social media content; graphics; statistical data and reports; information regarding national boating safety and educational programs; plus a roster of boating safety experts available for media interview.

“Our new national media center provides instant access to credible resources, experts, materials and data pertaining to boating safety,” said Water Sports Foundation Executive Director Jim Emmons. “We produced this site under a grant from the Sport Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard. We are pleased that dozens of marine industry safety stakeholders contributed a wealth of outstanding content to support this important initiative.”

Said Verne Gifford, Chief of the Division of Boating Safety for the U.S. Coast Guard, “With the recent surge in the number of boaters in America, the entire recreational boating safety community, including the Coast Guard, is looking for this project to elevate boating safety awareness. We couldn’t be more excited about the possibility that America's national media will be placing more emphasis on consumer boating safety content at time when we need it the most.”

A team of veteran marine journalists and publicists contributed to site development and design of the new national media center.

“Our team conducted a comprehensive search of available boating safety content to see how easy it was for journalists to access relevant and current data and information,” said WSF Communications Director Wanda Kenton Smith, a national marketing columnist and former consumer magazine editor. “We realized quickly that while there is a plethora of content out there, it was not well organized or easy to find. Recognizing the deadline constraints many journalists face, we designed and built our media center for working journalists to expedite and simplify the process.”

Added Jeff Moag, former editor of *Canoe & Kayak* magazine and current WSF content director, “The new National Boating Safety Media Center is the most comprehensive online resource for journalists covering the full spectrum of stories relating to boating safety, from breaking news to lifestyle features and in-depth trend stories. Reporters and producers will appreciate the quality of materials available, along with the list of expert sources who can articulate the finer and the broader points of boating safety.”

**About the Water Sports Foundation**

Headquartered in Orlando, FL, the Water Sports Foundation is the non-profit educational arm of the Water Sports Industry Association ([WSIA.net](http://www.wsia.net#http://www.wsia.net/category/water-sports-foundation/)). The *National Boating Safety Media Center* is produced under a grant from the Sport Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard.

For more information, visit the new National Boating Safety Media Center at

[www.watersportsfoundation.com/media/](http://www.watersportsfoundation.com/media/) or contact WSF Communications Director Wanda Kenton Smith at Wanda@WaterSportsFoundation.com; text 407.697.8055

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**IMAGE:** *Home page of the Water Sports Foundation’s new website featuring the National Boating Safety Media Center.*

**SAMPLE B-ROLL MEDIA FOOTAGE:** Check out the Water Sports Foundation Sizzle Reel that showcases the type of free video b-roll footage available to media for news purposes: <https://www.watersportsfoundation.com/media/video-library/>