

ACA

1402.05- National Safe Boating Campaign: Creative Outreach Development and Promotion \$100,000

Under its 2013-14 National Safe Boating Campaign: Creative Outreach Grant Project, the ACA launched a mobile application and an animated video series dedicated to promoting safe paddling practices. As a continuation of this effort, in 2014-15, the ACA will launch its National Safe Boating Campaign: Creative Outreach Development & Promotion Grant Project. This new project will complement last year's efforts and accomplish the following goals:

1. Create an animated memoir in which 3 real paddling accident survivors tell their stories in their own words: what went wrong, how they felt, and what they would do differently next time to stay safe.
2. Add new safe-paddling related features to the Paddle Ready app (created under last year's grant).
3. Create a strategic marketing campaign that will increase visibility for the app and animated videos (animated memoir + animated videos created under last year's Creative Outreach Grant).