

Corps of Engineers Natural Resources Education Foundation

1402.07-The Corps Foundation Boating Safety Public Service Announcement Campaign \$175,000

The Corps of Engineers Natural Resources Education Foundation, doing business as The Corps Foundation, will be conducting focus groups to identify the most effective methods to reach adult male boaters with boating safety public service announcements that encourage life jacket wear. We will then work with contractors and the U.S. Army Corps of Engineers National Water Safety Program to design, develop, and promote an effective year-round boating safety PSA campaign that can be utilized on television, radio and internet nationwide.