

Sea Tow Foundation

1402.20-Designated Skipper Campaign Grant

\$100,000

The Sea Tow Foundation will develop, produce and implement a nationwide program to make sure that boaters know that they should always appoint a "Designated Skipper" before each boating trip. To ensure that this message reaches boaters, the Sea Tow Foundation will be developing a website to encourage boaters to "Take the Pledge" and will be putting the "Designated Skipper" messaging materials in places where boaters will see it and pay attention to it by working with a number of other RBS organizations and companies to distribute this message to their members and customers.