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## HED: Black Oak Creative Develops New Boating Safety Campaign for the Water Sports Foundation

For the first time in its 15 years managing life-saving boating safety campaigns, the Water Sports Foundation (WSF) has contracted a top-tier creative design agency. The WSF selected Black Oak Creative of Winter Haven, Florida, for its years of marine industry experience and forward-leaning creative designs.

The WSF has so far debuted [seven new advertisements](#) targeting distinct segments of the boating and paddling markets. The photo-driven designs include powerboating, saltwater fishing, freshwater fishing, towed water sports, canoeing and kayaking, and kayak fishing.

WSF Executive Director Jim Emmons said, “For many years, we’ve wanted to include the services of a top creative design agency in our boating safety campaigns, but it wasn’t until this year that we were able to pull it off. The designs from Emily Dale and the team at Black Oak are outstanding and have helped push the Water Sports Foundation into a new era of outreach.”

Added WSF Content Director, Jeff Moag, “We’re extremely pleased with these dynamic new ads, which showcase the experiences that make boating so rewarding. These are activities we share with people we love, so of course, enjoying them safely is a natural part of that message.”

The first ad, called the *Moment That Matters*, depicts a couple holding hands as their young son walks toward their boat. The ad appears in the April issues of *Boating*, *Lakeland Boating* and *Southern Boating* magazines. Other ads capture the thrill of paddling a wilderness river canyon, landing a trophy fish, or simply boating with family and friends.

Throughout the spring and summer, the WSF will publish print and digital ads in 35 boating and paddling media brands. For more information and to view the new creative, please visit <https://www.watersportsfoundation.com/black-oak-creative-develops-new-boating-safety-campaign-for-the-water-sports-foundation/>

The WSF’s recreational boating safety outreach projects are funded by grants from the Sport Fish Restoration and Boating Trust Fund administered by the U.S. Coast Guard. In October, the Coast Guard awarded funding to the WSF for six recreational boating safety outreach projects.