

UNITED STATES POWER SQUADRONS®

Educational Department

V/C James E. "Jim" Roeber, SN
National Educational Officer

R/C A. Currie Munce, SN
Assistant National Educational Officer

EDUCATIONAL DEPARTMENT NOTICE No. 81

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Effective: Immediately

TO: ALL SQUADRON EDUCATIONAL OFFICERS

COPY: Squadron Commanders
District Commanders
District Educational Officers
National Educational Department Staff
Members of the Operating Committee

SUBJECT: FREE COLORING AND ACTIVITY BOOKS FOR KIDS.

PURPOSE: To announce the availability of free MetLife® Coloring and Activity Books for kids.

BACKGROUND: USPS and many other organizations have long recognized that boating is a family activity. Accordingly, they also know that boating safety needs to be a family concern, starting at the earliest possible age. For kids in the K-to-6 age range, coloring books can offer an effective first course in boating safety education.

Metropolitan Property and Casualty Insurance Company and its Affiliates, under the MetLife® Auto & Home brand, have teamed up with the United States Coast Guard and the National Safe Boating Council to produce a Boating Safety Coloring and Activity Book. The book includes puzzles, mazes, stickers, and word searches for kids and features the PEANUTS™ gang of characters. The 24-page book is intended to be a free handout.

USPS INVOLVEMENT: Through the good offices of the USCG Office of Boating Safety, USPS has been offered a free co-sponsorship role in the promotion and distribution of the MetLife® Boating Safety Coloring and Activity Book, starting in 2001. Next year's edition will include on the back cover the USPS logo along with the logos of the Coast Guard and the National Safe Boating Council. For this year, MetLife has donated 25,000 copies of the book to USPS for our distribution and use.

DISTRIBUTION & USE:

1) Each squadron is receiving with this EDN a free initial shipment of 40 of the MetLife® Boating Safety Coloring and Activity Books. The USPS Operating Committee has appropriated the money necessary to pay shipping costs for this initial shipment. Additional copies are available to squadrons at no charge, except for shipping costs, in bundles of 40 each. These are available on a first-come, first-served basis as long as supplies last, with a limit of four bundles per squadron.

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2) To be most effective in promoting USPS boating safety courses, these books should get into the hands of kids whose families are interested in any kind of boating and who are not already familiar with USPS. Four obvious groups to be targeted for distribution are:

- a) Kids attending boat shows, fishing and hunting shows, or visiting squadron mall and marina exhibits with their families.
- b) Children and grandchildren of yacht club members.
- c) Youngsters participating in the USPS “Boating Safety for Kids” program.
- d) Children and grandchildren of Boat SmartSM and Squadron Boating Course[®] class members.

3) Squadrons are welcome to develop their own distribution plans and methods. There are no restrictions other than that the books be given away free. It is recommended that the squadron put its own stamp or address label on the outside of each book so the parents and grandparents know how to get in touch with you.

4) Squadrons will be advised through the EdDept newsletter “*Currents*” and at their respective district conferences when next year’s edition is available at HQ. Distribution to squadrons will again be free, except for shipping charges.

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