

NASCAR Truck Series Water Safety Partnership 2011

The Corps partnered with the NASCAR truck series to promote water safety education by sponsoring a “Bobber the Water Safety Dog” truck. These venues enabled the Corps to reach the age cohort that contributes the largest share of public fatalities at our lakes - males in the 18 - 35 age group. The events reached millions of members of the public in the target age group, as well as provided exposure to the Corps recreation program and opportunities.









