



BEACH SAFETY CAMPAIGN

LOGOS



BEACH SAFETY INITIATIVE

Developed in partnership with:

- GSOBT
- Cities of Gulf Shores and Orange Beach
- Baldwin County Emergency Management Agency
- Baldwin 9-1-1
- Fort Morgan Fire Department
- Industry Partners



PURPOSE

Creates a unified message across the destination incorporating a multitude of safety efforts already in place:

- Beach Flag Warning System
- Surf Conditions Text Notifications
- Rip Current Awareness
- Safe Swimming Practices
- Sun Safety
- Leave Only Footprints



CAMPAIGN CORE MESSAGE

The Gulf waters can be very dangerous. Although we've put several measures in place to help you stay safe, ultimately, it's up to you to stay informed and understand the danger.

We want the vacation memories you take home to be happy ones. Here are several ways to ensure the safety of yourself and your family:

- Check weather and surf conditions daily
- Know your limitations
- Swim near a lifeguard
- Sign up for daily beach conditions text alerts
- Know and heed the beach warning flags
- Learn how to escape a rip current
- Know what to do if someone else is in danger



CAMPAIGN ASSET PORTAL

GulfShores.com/Partners




**BEACH
SAFE**
KNOW BEFORE YOU GO