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PUBLIC INFORMATION STATEMENT  
NATIONAL WEATHER SERVICE HEADQUARTERS WASHINGTON DC  
122 PM EDT THU JUN 1 2006

TO: FAMILY OF SERVICES /FOS/ SUBSCRIBERS  
NOAA WEATHER WIRE SERVICE /NWS/ SUBSCRIBERS  
EMERGENCY MANAGERS WEATHER INFORMATION NETWORK /EMWIN/  
SUBSCRIBERS  
NOAAPORT SUBSCRIBERS  
OTHER NWS CUSTOMERS...PARTNERS AND EMPLOYEES

FROM: THERESE Z. PIERCE  
CHIEF...MARINE AND COASTAL SERVICES BRANCH

SUBJECT: 2006 RIP CURRENT AWARENESS WEEK: JUNE 4-10 2006: BREAK THE GRIP  
OF THE RIP

THE NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION /NOAA/ DESIGNATES THE  
FIRST FULL WEEK OF JUNE EACH YEAR AS RIP CURRENT AWARENESS WEEK. THIS  
YEAR/S BREAK THE GRIP OF THE RIP CAMPAIGN KICKS OFF ON JUNE 4 2006. THE  
CAMPAIGN CONTINUES THE MISSION ESTABLISHED IN 2004 TO HEIGHTEN THE  
AWARENESS OF THE DANGERS OF RIP CURRENTS AT SURF BEACHES.

BY JUNE 5 2006...THE FOLLOWING NEW VIDEO CLIPS WILL BE POSTED ONLINE AT  
THE NOAA RIP CURRENT WEBSITE /USE LOWER CASE/:

[HTTP://WWW.RIPCURRENTS.NOAA.GOV](http://www.ripcurrents.noaa.gov)

...NEW FOOTAGE OF RIP CURRENTS...PROVIDING PERSPECTIVES FROM THE BEACH AND  
FROM ABOVE THE BEACH...INCLUDING A DEMONSTRATION OF HOW AN INDIVIDUAL CAN  
ESCAPE THE CURRENT AND SAFELY RETURN TO SHORE.

...A WAVE BASIN DEMONSTRATION OF RIP CURRENTS.

...NEW ANIMATION DEPICTING RIP CURRENTS AND HOW TO SAFELY ESCAPE THEM.

...NEW INTERVIEWS WITH A NWS METEOROLOGIST AND A COASTAL SCIENTIST.

ACCORDING TO IAN CROCKER...FOUR-TIME OLYMPIC MEDALIST FOR THE U.S.  
SWIMMING TEAM...A RIP CURRENT IS ONE COMPETITOR ALL SWIMMERS SHOULD AVOID  
CHALLENGING. FOR THE SECOND CONSECUTIVE SEASON...IAN IS SUPPORTING  
NOAA/S/ PUBLIC EDUCATION EFFORTS. HIS RADIO PUBLIC SERVICE ANNOUNCEMENT  
IS ALSO POSTED ON THE NOAA RIP CURRENT WEBSITE.

RIP CURRENTS ARE NARROW CHANNELS OF FAST MOVING WATER THAT PULL SWIMMERS  
OUT TO SEA. PANICKED SWIMMERS FAIL IN TRYING TO COUNTER THE CURRENT BY  
SWIMMING STRAIGHT TO SHORE...PUTTING THEMSELVES AT RISK OF DROWNING  
BECAUSE OF FATIGUE. LIFEGUARDS RESCUE TENS OF THOUSANDS OF PEOPLE FROM  
RIP CURRENTS IN THE U.S. EACH YEAR...BUT IT IS ESTIMATED THAT 100 PEOPLE  
ARE KILLED BY RIP CURRENTS ANNUALLY.

TAKE THESE TIPS FROM THE NATIONAL WEATHER SERVICE TO HEART:

- CHECK ON SURF CONDITIONS BEFORE YOU LEAVE FOR THE BEACH. MANY COASTAL NWS WEATHER FORECAST OFFICES /WFOS/ PROVIDE A DAILY SURF ZONE FORECAST THROUGH THE SWIMMING SEASON FOR THEIR AREA. FOR A LIST OF WFOS PROVIDING A SURF ZONE FORECAST GO TO /USE LOWER CASE/:

[HTTP://WWW.NWS.NOAA.GOV/OM/MARINE/FORECAST.HTM#SURF](http://www.nws.noaa.gov/om/marine/forecast.htm#surf)

- NEVER SWIM ALONE AND TRY TO SWIM NEAR A LIFEGUARD.

- IF CAUGHT IN A RIP CURRENT DO NOT FIGHT THE CURRENT. SWIM IN A DIRECTION FOLLOWING THE SHORELINE. WHEN FREE OF THE CURRENT...SWIM AT AN ANGLE...AWAY FROM THE CURRENT...THEN TOWARDS SHORE.

FOR MORE INFORMATION ON THE NWS RIP CURRENT PROGRAM... PLEASE CONTACT:

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NATIONAL PUBLIC INFORMATION STATEMENTS ARE ONLINE AT /USE LOWER CASE/:

[HTTPS://WWW.WEATHER.GOV/NOTIFICATION/ARCHIVE](https://www.weather.gov/notification/archive)

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