

Automated Mutual Assistance Vessel Rescue System
U.S. Coast Guard



Press Release

Date: October 16, 2008

Contact: Benjamin Strong
(212) 668-7762 office
(917) 545-6676 mobile
benjamin.m.strong@uscg.mil

OMG, AMVER IS ON FACEBOOK!

NEW YORK – Are you wired for today's technology? The Automated Mutual Assistance Vessel Rescue system, or Amver, has embraced social networking. This isn't shipping news discussed over cups of tea in a smoky coffee house on the quay. Amver has stepped into the 21st century and wants to become your new BFF—best friend forever for the uninitiated—on Facebook.

You can see Amver's Facebook page at the following link:
http://www.facebook.com/people/Amver_Maritime_Relations/1220194211

The litmus test of any service is how well it can communicate with its customers. Amver's Facebook page gives users another tool to stay in touch with the Amver program. Whether its recent rescue photos and videos, upcoming international awards ceremonies and exhibitions, or important information on enrolling and reporting, you can stay updated by adding Amver as a friend on Facebook.

Amver isn't alone in embracing this technology. According to United States Coast Guard Commandant Thad Allen, "We are seeing a revolution in how we deal with information management through social media. It is critically important that we understand what technology is doing today, how it is changing, and how we must change with it."

Allen is also a Facebook user with his own page at
<http://www.new.facebook.com/pages/Coast-Guard-Commandant-Thad-Allen/29550062054>

Amver, sponsored by the United States Coast Guard, is a unique, computer-based, and voluntary global ship reporting system used worldwide by search and rescue authorities to arrange for assistance to persons in distress at sea. With Amver, rescue coordinators can identify participating ships in the area of distress and divert the best-suited ship or ships to respond.

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Prior to sailing, participating ships send a sail plan to the Amver computer center. Vessels then report every 48 hours until arriving at their port of call. This data is able to project the position of each ship at any point during its voyage. In an emergency, any rescue coordination center can request this data to determine the relative position of Amver ships near the distress location. On any given day there are over 3,300 ships available to carry out search and rescue services. Visit <http://www.amver.com> to learn more about this unique worldwide search and rescue system.

C U on Facebook!

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