

## READY, SET, WEAR IT

### Customizable Media Advisory

Use this customizable media advisory to attract the media and the public to your local event. Email or fax it to local media. Remember to customize the information in **ORANGE CAPITAL LETTERS** and remove this statement before distributing to the media.

### For Immediate Release

**ORGANIZATION** to Host Ready, Set, Wear It Life Jacket Event on **DATE**

**CITY, STATE (DATE)** – **ORGANIZATION** joins boating safety advocates around the world in hosting a Ready, Set, Wear It Life Jacket event in their local community. These events are part of the yearlong Safe Boating Campaign to promote boating safety and voluntary, consistent wear of life jackets and offered by partners around the world from May - September each year.

What: **EVENT TITLE AND BRIEF DESCRIPTION**

When and Where: **DATE, TIME, EVENT LOCATION, ADDRESS**

Hosted By: **ORGANIZATION AND PARTNERS**

Contact: **NAME, TITLE, EMAIL, PHONE**

“This event is a great opportunity to inspect your life jacket and get a refresher on boating safety as you join thousands of people to set a world record,” said Yvonne Pentz, communications director of the National Safe Boating Council, and lead organization for Ready, Set, Wear It.

U.S. Coast Guard statistics show that drowning was the reported cause of death in four out of every five recreational boating fatalities in 2017, and that 84.5 percent of those who drowned were not wearing life jackets.

The local event will feature **BRIEF DESCRIPTION OF ACTIVITIES, SPEAKERS, OTHER ASPECTS OF EVENT THAT MAY ATTRACT MEDIA.**

For more information, please visit [www.safeboatingcampaign.com](http://www.safeboatingcampaign.com) or **ORGANIZATION WEBSITE.**