

WEAR YOUR LIFE JACKET TO WORK DAY



Customizable Press Release

Use this customizable press release to raise awareness of this effort. 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 Encourage Others to “Wear Your Life Jacket to Work” on May 17

CITY, STATE (DATE) – **ORGANIZATION** announced today its support of Wear Your Life Jacket to Work Day on Friday, May 17, 2019. **ORGANIZATION** joins boating professionals and outdoor enthusiasts to heighten awareness of different life jacket styles that are available, and demonstrate their comfort and versatility by wearing them to work.

The annual event, hosted by the National Safe Boating Council (NSBC) serves as a fun, educational element just prior to National Safe Boating Week, May 18-24, the official launch of the 2019 Safe Boating Campaign. Educating the boating public about the safety and comfort of life jackets has been a main focus of the campaign. “Wear Your Life Jacket to Work” Day will take place on Friday, May 17, wherever you are!

“QUOTE FROM AN ORGANIZATION OFFICER OR OTHER PROMINENT SUPPORTER.”

The National Safe Boating Council is asking all participants to take a picture of themselves in their life jacket while at work and post it to the Ready, Set, Wear It Facebook page or submit it directly to the NSBC at outreach@safeboatingcouncil.org. Participants are also encouraged to tweet their picture using #lifejacket2work.

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 approximately 84.5 percent of those who drowned were not wearing life jackets.

Members of the boating public as well as those interested in showing the wearability of life jackets are encouraged to participate.

GENERAL DESCRIPTION OF ORGANIZATION, INCLUDING WEBSITE AND PHONE NUMBER.

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