

NATIONAL SAFE BOATING WEEK



Customizable Media Advisory

Use this customizable media advisory to attract the media 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 **EVENT** During National Safe Boating Week

CITY, STATE (DATE) – National Safe Boating Week is May 22-28, 2021. **ORGANIZATION** joins boating safety advocates who have teamed up to promote safe and responsible boating, including voluntary, consistent life jacket wear each time boaters are on the water.

What: **EVENT TITLE AND BRIEF DESCRIPTION**

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

Hosted By: **ORGANIZATION AND PARTNERS**

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

“The summer boating season is a great time to make new memories on the water with family and friends,” said Yvonne Pentz, communications director of the National Safe Boating Council, the lead organization for the campaign. “We encourage boaters and paddlers to share their passion for responsible boating by showing the community that wearing a life jacket is rewards, expected and easy – it’s the norm.”

U.S. Coast Guard statistics show that drowning was the reported cause of death in four out of every five recreational boating fatalities in 2019, and that 86 percent of those who drowned were not wearing life jackets.

Local events are a prime way to reach boaters during National Safe Boating Week. In your community, a local event is being run by **ORGANIZATION**.

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

For more information, please visit safeboatingcampaign.com or **ORGANIZATION WEBSITE**.