

READY, SET, WEAR IT

Customizable Text PSA Scripts

Use these customizable PSAs 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.

60 Second PSA

Note: Keep to 120 words

Help raise boating and life jacket safety awareness! Come to Ready, Set, Wear It Life Jacket event on **DATE**, at **TIME** at **LOCATION** sponsored locally by **ORGANIZATION**.

ORGANIZATION joins an international effort sponsored by the National Safe Boating Council to raise awareness of the life-saving importance of always wearing a life jacket while boating. Visit www.safeboatingcampaign.com or **ORGANIZATION WEBSITE** for more information. **ORGANIZATION** and this station remind you to always wear your life jacket while boating.

30 Second PSA

Note: Keep to 75 words

Boating safety is going international! Join others to raise boating safety and life jacket awareness at a Ready, Set, Wear It Life Jacket event on **DATE** at **TIME** at **LOCATION**.

Ready, Set, Wear It is sponsored locally by **ORGANIZATION** and part of the yearlong Safe Boating Campaign. Help us get the word out on boating safety and the importance of always wearing a life jacket!