

NATIONAL SAFE BOATING WEEK

Customizable Press Release

Use this customizable press release 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 **EVENT** During National Safe Boating Week

CITY, STATE (DATE) – **ORGANIZATION** is proud to sponsor **EVENT** to help promote National Safe Boating Week, May XX-XX, the official launch of the 20XX Safe Boating Campaign. This yearlong campaign promotes the value of voluntary, consistent life jacket wear by recreational boaters.

EVENT DETAILS, INCLUDING TIME, LOCATION AND ACTIVITIES OF PUBLIC INTEREST. “QUOTE FROM AN ORGANIZATION OFFICER OR OTHER PROMINENT SUPPORTER.”

U.S. Coast Guard statistics show that drowning was the reported cause of death in four out of every five recreational boating fatalities in 20XX, and that 86 percent of those who drowned were not wearing life jackets.

New life jackets are much more comfortable, lightweight, and stylish than the bulky orange style most boaters know. There are innovative options, such as inflatable life jackets, allowing mobility and flexibility for activities like boating, fishing, paddling or hunting, and are much cooler in the warmer weather.

For more information, please visit safeboatingcampaign.com or **ORGANIZATION WEBSITE**. **GENERAL DESCRIPTION OF ORGANIZATION, INCLUDING WEBSITE AND PHONE NUMBER.**

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

