

## 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.

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 shows boaters, paddlers and everyone on the water that wearing a life jacket is rewarding, expected and easy – it’s the norm,” said Yvonne Pentz, communications director of the National Safe Boating Council, the 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 20XX, and that 86 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.**