

## 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 18-24, 2019. **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**

“Boating is a great opportunity to have fun and make memories with your loved ones while boating responsibly,” said Yvonne Pentz, communications director of the National Safe Boating Council, the lead organization for the campaign. “We believe wearing a life jacket is the simplest way to ensure the safety of you and your loved ones enjoying a day on the water.”

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 84.5 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](http://safeboatingcampaign.com) or **ORGANIZATION WEBSITE**.