

## 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 18-24, the official launch of the 2019 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 2017, and that 84.5 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](http://safeboatingcampaign.com) or **ORGANIZATION WEBSITE**. **GENERAL DESCRIPTION OF ORGANIZATION, INCLUDING WEBSITE AND PHONE NUMBER.**

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

