

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 Event on **DATE**

CITY, STATE (DATE) – Ready, Set, Wear It Life Jacket World Record events will take place throughout the summer, culminating with the largest event being awarded a grand prize. **ORGANIZATION** joins participants in cities around the globe to set a world record for the most life jackets worn and inflatable life jackets inflated. These events are part of the yearlong Safe Boating Campaign to promote boating safety and voluntary, consistent wear of life jackets.

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 is a great opportunity to inspect your life jacket and get a refresher on boating safety as you join thousands of people to set a world record,” said Yvonne Pentz, communications director of the National Safe Boating Council, and 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 2017, and that 84.5 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.readysetwearit.com or **ORGANIZATION WEBSITE.**