

READY, SET, WEAR IT

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 Ready, Set, Wear It Life Jacket Event on **DATE**

CITY, STATE (DATE) – Help break a world record! **ORGANIZATION** is proud to host a Ready, Set, Wear It Life Jacket World Record event on **INSERT DATE**. **ORGANIZATION** joins participants around the globe to heighten awareness of different life jacket types that are available for outdoor enthusiasts, including inflatable life jackets and setting a world record for the most life jackets worn and inflatable life jackets inflated.

Ready, Set, Wear It is part of the yearlong Safe Boating Campaign to promote boating safety and voluntary, consistent wear of life jackets.

The local event will take place on **DATE** at **EVENT DETAILS, INCLUDING TIME, LOCATION AND ACTIVITIES OF PUBLIC INTEREST**. More information about the event can be found at readyssetwearit.com.

“QUOTE FROM AN ORGANIZATION OFFICER OR OTHER PROMINENT SUPPORTER.”

The previous world record was set in 2015, with 10,917 participants gathered at 257 events held around the world to set a new record for the number of participants who inflated their inflatable life jacket or wore an inherently buoyant life jacket.

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.

Members of the boating public – including anglers, hunters, paddlers and others who use boats (don't forget your four-legged friends!) – are encouraged to attend.

For more information, please visit readyssetwearit.com or **ORGANIZATION WEBSITE**.

GENERAL DESCRIPTION OF ORGANIZATION, INCLUDING WEBSITE AND PHONE NUMBER.

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