

## READY, SET, WEAR IT



### Customizable Text PSA Scripts

Use these customizable PSAs 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.

#### 60 Second PSA

Note: Keep to 120 words

Help raise boating and life jacket safety awareness! Come to Ready, Set, Wear It on **DATE**, at **TIME** at **LOCATION** sponsored locally by **ORGANIZATION**.

The international effort is sponsored by the National Safe Boating Council's Safe Boating campaign. More than 45,500 people have participated in this family-fun event since 2010. Visit [readyssetwearit.com](http://readyssetwearit.com) for more information. **ORGANIZATION** and this station remind you to always wear your life jacket while boating.

#### 30 Second PSA

Note: Keep to 75 words

Boating safety is going international! Join others to raise boating safety and life jacket awareness at a Ready, Set, Wear It on **DATE** at **TIME** at **LOCATION**.

Ready, Set, Wear It is sponsored locally by **ORGANIZATION** and part of the yearlong Safe Boating Campaign. Help us get the word out on boating safety and the importance of always wearing a life jacket! [readyssetwearit.com](http://readyssetwearit.com)