

FOR IMMEDIATE RELEASE

Media Advisory: Ready, Set, Wear It! Life Jacket World Record Day

When and Where: May 17th, 2014 at 9 a.m.
Reef Point Marina
2 Christopher Columbus Causeway
Racine, WI 53403

Hosted by: Racine Sail & Power Squadron

Contact: Robert Jobson, CDR 262-989-2238 rjobson@wi.rr.com

On Saturday, May 17th, participants in cities around the globe will gather to set a world record for the most life jackets worn and inflatable life jackets inflated on the fifth annual Ready, Set, Wear It! Life Jacket World Record Day. The goal is not only to promote the comfortable and versatile options when it comes to life jackets, but also to educate the public about safe boating.

The National Safe Boating Council and Canadian Safe Boating Council have again partnered to support this one-day event. Ready, Set, Wear It! Life Jacket World Record Day will usher in National Safe Boating Week (May 17-23, 2014). Both events are part of the yearlong Wear It! campaign to promote boating safety and voluntary wear of life jackets.

"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 Rachel Johnson, executive director of the National Safe Boating Council.

The local event will include Flare Shoot.

Drowning remains the primary cause of death in recreational boating accidents. Statistics released by the U.S. Coast Guard indicate that 85 percent of boaters who drowned in 2012 were not wearing their life jackets.

For more information: Visit ReadySetWearIt.com