



FOR IMMEDIATE RELEASE

FOR MORE INFORMATION

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MEDIA ALERT

“WEAR IT CALIFORNIA!” CAMPAIGN BOAT CRUISES THE DELTA FOR A SOLID WEEK SURROUNDING THE FOURTH OF JULY HOLIDAY

Radio Stations 100.5 The Zone, B93, and Mega 100 to Bring Music, Fun, and Free Life Jackets to Boaters who Pledge to “Wear It!”

WHAT: Your favorite radio personalities will join the “Wear It!” Ambassadors to mingle with boaters on the water to talk about safety and give away cool prizes, including life jackets. * **MEDIA REPRESENTATIVES ARE INVITED TO SCHEDULE BOAT RIDE-ALONGS BY CALLING GLORIA SANDOVAL AT 916-715-1657.**

WHEN & WHERE:	Saturday, June 30, 2007 10 a.m. to 4 p.m. Tower Park Marina 14900 West Highway, 12, Lodi, CA 95242 www.towerparkresort.com	Wednesday, July 4, 2007 10 a.m. to 4 p.m. Ski Beach East Side of Vacation Isle off of Ingraham Street
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Saturday, July 7, 2007
10 a.m. to 4 p.m.
Turner Cut Resort
12888 W. Neugebauer Road, Stockton, CA 95206

WHO: Sponsored by the U.S. Coast Guard, California Department of Boating and Waterways, the National Safe Boating Council, and BoatU.S. Use of the “Wear It California!” Campaign Boat has been generously provided by Yamaha Motor Corporation.

BACKGROUND:

The Sacramento-San Joaquin Delta was chosen by the U.S. Coast Guard among communities nationwide to serve as the test site for a pilot initiative to advance life jacket wear among recreational boaters. It is proven that life jackets are the number one way to save a life on the water. In 2005, 87 percent of U.S. boating fatality victims who drowned were not wearing life jackets. **For more information on the Sacramento-San Joaquin Delta initiative and the opportunity to win a \$1,000 shopping spree courtesy of West Marine, visit www.WearItCalifornia.com or call 916-715-1657.**

*While supplies last. Boaters can receive a life jacket if they complete a Pledge Card, available from a “Wear It!” Ambassador or online at www.WearItCalifornia.com.