



FOR IMMEDIATE RELEASE

FOR MORE INFORMATION

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MEDIA ALERT

“WEAR IT CALIFORNIA!” CAMPAIGN BOAT SWEEPS DELTA WITH FREE LIFE JACKETS AS STATISTICS SHOW THAT BOATING FATALITIES ARE ON THE RISE

2007 Fatalities Up 48% Compared to Last Year; Inflatable Life Jackets Still Available for Boaters Who Pledge to “Wear It!”

WHAT: “Wear It!” Ambassadors will 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: Saturday, July 21, 2007
10 a.m. to 4 p.m.

WHERE: Sugar Barge Marina
1440 Sugar Barge Road, Bethel Island, CA 94511
www.sugarbarge.com

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:

According to Cal Boating statistics, California has seen 37 recreational boating deaths to date in 2007, compared to 25 at this time last year. With summer still in full swing, the “Wear It California!” Campaign Boat continues to cruise the Delta, distributing life jackets and safety information to thousands of boaters and their families.

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, 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.

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