



FOR IMMEDIATE RELEASE

FOR MORE INFORMATION

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“WEAR IT CALIFORNIA!” BOAT CELEBRATES SUCCESSFUL SUMMER CAMPAIGN AT LABOR DAY FINALE

As 2007 Fatalities Are Up 48 Percent Over Last Year, Crew Uses Busy Boating Weekend to Talk Boating Safety While Distributing Inflatable Life Jackets

WHAT: “Wear It!” Ambassadors will mingle with boaters on the water to talk about safety and give away cool prizes, including life jackets.* The “Wear It California!” team will announce the winner of the West Marine Summer Sweepstakes Prize Contest. **MEDIA REPRESENTATIVES ARE INVITED TO SCHEDULE BOAT RIDE-ALONGS BY CALLING GLORIA SANDOVAL AT 916-715-1657.**

WHEN: Monday, September 3, 2007, 11 a.m. to 2 p.m.

WHERE: Tiki Lagun Resort, 12988 West McDonald 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.

CAMPAIGN SUCCESS THROUGHOUT THE SUMMER OF 2007:

- Distributed over 1,400 life jackets.
- Registered over 500 boaters for the WIC Sweepstakes Contest.
- Obtained over 1,400 Pledge Cards to “Wear It!”
- Distributed boating safety information to over 10,000 Delta boaters
- Partnered with over 50 local marine outlets

BACKGROUND:

According to Cal Boating statistics, California has seen 46 recreational boating deaths to date in 2007, compared to 36 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. 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.