

BACKGROUNDER

World Record Life Jacket Inflation Kicks off National Safe Boating Week 2010

On May 20, 2010 at 11 AM EDT / 8 AM PST, boating safety educators, marine enforcement officials, politicians, media and the general public will gather all across North America to establish a World's Record Life Jacket Inflation. At one single moment across North America, all participants will inflate their inflatable life jackets and record their individual events to prove the size of the initiative and set the bench mark for future year attempts.

The mass inflation is being done to officially launch National Safe Boating Week, which runs from May 22-28 this year. This timing positions the campaign just before the Memorial Day weekend, the "unofficial start of summer", when in the upper states the water is dangerously cold and throughout America, historically, a large number of boating incidents occur.

Mass or even individual inflation of life jackets makes great TV and photo opportunities but it is just the beginning of the message. The purpose is to raise public awareness of the importance of life jacket wear and general boating safety practices. The event is being managed by the National Safe Boating Council (NSBC) in partnership with the Canadian Safe Boating Council (CSBC) in Canada along with their respective members and affiliated organizations.

Local inflations will be led by marine enforcement officers and boating safety educators who will engage politicians, the public and you, the media to participate. Many of these events are expected to take place at government buildings (the steps of your state capital, city hall, etc.), busy street corners, popular launch ramps or marinas, shopping malls or other highly visible venues.

A complete list of the venues and event coordinators is and will be posted on the website so you can find a location that will serve your audience. Simply go to the interactive map [map] and find the inflation site closest to you. The organizer's contact information can be found there and you simply drop them an email and let them know you'd like to cover the story and maybe even join in.

To document the inflations of this World Record event, pictures and videos will be taken by the event coordinators and posted to the web site along with a summary of those who inflated. Once the numbers have been accumulated, the World Record Inflation number will be posted to this web site. Currently there is no world's record so the benchmark will be set in 2010 and it is expected that this will be the first of many more annual events to come.

Please take a few moments to explore the information on this site to garner some background on inflatable life jackets along with other inherently buoyant models. It is proven that life jackets save lives and now, with so many styles and colors, there is no reason not to find one that is comfortable and fashionable enough to wear whenever you're on the water.

If you have any questions please direct them to Rachel Burkholder, Outreach Manager of the National Safe Boating Council at outreach@safeboatingcouncil.org or (703) 361-4294. We are glad that you are interested and we are eager to help you deliver this exciting event to your audience.