

FOR IMMEDIATE RELEASE

North America Sets “Inflatable Life Jacket World Record”

National Safe Boating Council and Canadian Safe Boating Council coordinate North American event to educate the public about life jacket wear and boating safety

Bristow, VA (June 8, 2010) – On May 20, 2010 the National Safe Boating Council (NSBC), in partnership with the Canadian Safe Boating Council (CSBC) has set an unprecedented “Inflatable Life Jacket World Record.” Through a coordinated effort across North America, an estimated 1,146 participants inflated life jackets in 29 states, Washington D.C., the U.S. Virgin Islands, and 11 Canadian locations. The inaugural event ushered in National Safe Boating Week, held May 22 – 28, 2010.

“Our partner, the Canadian Safe Boating Council, along with our corporate sponsors, boating safety educators and organizations truly made this an event for the history books,” said Virgil Chambers, Executive Director of the NSBC. “The goal of this World Record Event is to help educate boaters about inflatable life jackets, and with the tremendous response we saw this year, is an event that we plan to continue as a regular contribution to the North American Safe Boating Campaign.”

The NSBC and CSBC partnered with local sponsors and partners including Cabela’s® as the national sponsor in America, offering its stores across the country as event locations. Leland, Ltd. offered more than 1,000 CO2 cartridges to allow participants the opportunity to inflate their life jacket, and practice re-arming techniques of inflatable life jackets. SmartBoater provided sponsorship support throughout Canada, bringing this important message to boaters throughout the country.

“The Canadian Safe Boating Council and our counterparts are excited to embark on the future of safe boating with this event,” comments Bob Minielly, Chair of the Canadian Safe Boating Council. “It’s exciting to be involved in such an educational and *fun* activity!”

More information about each regional event and to view pictures, videos and educational materials about life jacket safety are available at www.ReadySetInflate.com.

The North American Safe Boating Campaign focuses on the goal of educating the public about safe boating and life jacket safety all year round, and relies on events like “Inflatable Life Jacket World Record Day” and National Safe Boating Week to bring more awareness to this life-saving cause. For more information, please visit www.ReadySetInflate.com or www.SafeBoatingCampaign.com.

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