

FOR IMMEDIATE RELEASE

National Safe Boating Council Joins Cabela's to Host Ready, Set, Wear It! Life Jacket World Record Day on May 20

Gainesville, VA (May 9, 2017) – Ready, Set, Wear It! Life Jacket World Record Day is May 20 – 26, 2017. National Safe Boating Council (NSBC), the leading organization behind this one-day awareness and education event, is joining Cabela's and participants in cities around the globe to set a world record for the most life jackets worn and inflatable life jackets inflated. This event is part of the yearlong North American Safe Boating Campaign to promote boating safety and voluntary, consistent wear of life jackets.

What: Ready, Set, Wear It! Life Jacket World Record Day

When and Where: May 20, 2017, 11:00 a.m. – 3:00 p.m., Cabela's, 5291 Wellington Branch Dr, Gainesville, VA 20155

Hosted By: NSBC

Contact: Diane Corish, Communications Coordinator, dcorish@safeboatingcouncil.org, (703) 361-4294

“This event is a great opportunity to inspect your life jacket and get a refresher on boating safety as you join thousands of people to set a world record. Better yet, partnering with the new Cabela's right in our headquarters' backyard is a great opportunity to put our mission into practice” said Rachel Johnson, executive director of the NSBC.

U.S. Coast Guard statistics show that drowning was the reported cause of death in three-fourths of recreational boating fatalities in 2015, and that 85 percent of those who drowned were not wearing life jackets.

The local event will be the first of its kind at the new Cabela's in Gainesville, VA, which recently opened March 2017. NSBC Staff will be on-site from 11:00 a.m. – 3:00 p.m. to talk with customers and boating enthusiasts about recreational boating safety and life jackets, including inflatable life jacket demonstrations, and help set the world record for the most life jackets worn, attempting to break the 2015 record of 10,917 participants.

For more information, please visit www.readysetwearit.com or www.safeboatingcouncil.org/safeboatingweek.

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