



Press Release

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U.S. Coast Guard Auxiliary teams up with the “Wear It!” life jacket campaign

to promote the “Be a Survivor!” Essay Contest

Contest launches during National Safe Boating Week (May 19-25th); continues through Labor Day

SACRAMENTO - The Coast Guard Auxiliary recently announced that it will support the campaign effort by distributing information on life jackets and the “Be a Survivor!” contest during Vessel Safety Checks beginning National Safe Boating Week and proceeding through Labor Day.

“The ‘Be a Survivor!’ entry forms will have significant visibility, as they will also be distributed through West Marine, the contest co-sponsor,” said Rebecca Hall, a spokesperson for PCI Communications, who represents the National Safe Boating Council.

The initial focus of the collaboration between the Coast Guard Auxiliary and the “Wear It!” campaign will be in those states with the highest number of accidents and fatalities, which includes California, Florida, Texas, New York, Michigan, Louisiana, Minnesota, Washington, North Carolina, and Missouri. “However, our goal is to get the message out – *nationwide* - that a life jacket on a boat is like a seat belt on a car – just wear it!” said Ed Sweeney, Chief of the Public Affairs Department for the Coast Guard Auxiliary.

Contestants are encouraged to submit an original story (350-700 words) that describes how you or someone you love was saved by wearing a life jacket. Winning stories will encourage a “survivor’s attitude” by convincing others to wear their life jackets whenever they are out on the water.

All entries must be received no later than September 4, 2007.

Winners of the “Be a Survivor!” contest will be announced by October 15, 2007. Contestants will have the chance to win one of three great prizes, provided courtesy of West Marine, and may also have their story published in a future edition of the National Safe Boating Council’s book, [*Saved by the Jacket*](#).

For more information on the “Wear It!” life jacket campaign, or the “Be a Survivor!” Essay Contest, visit www.safeboatingcampaign.com.

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The United States Coast Guard Auxiliary is composed of uniformed volunteer's who assist the Coast Guard in all of its varied missions, except for military and direct law enforcement. These men and women can be

found on the nation's waterways, in the air, in classrooms and on the dock, performing Maritime Domain Awareness patrols, safety patrols, vessel safety checks and public education.

The United States Coast Guard Auxiliary was founded in 1939 by an Act of Congress as the U.S. Coast Guard Reserve and re-designated as the Auxiliary in 1941. Over 27,000 members donate millions of hours annually in support of Coast Guard missions.

For more information on the United States Coast Guard Auxiliary, visit us at www.cgaux.org or www.axupa.org