YOUR ORGANIZATION NAME

2323 Sample St.

Your Town, ST 12345

Phone (123) 456-7891

*SAMPLE PRESS RELEASE*

Contact: Suzy Safety FOR IMMEDIATE RELEASE

Phone: Phone (123) 456-7891 XXX XX, 201X

**(YOUR ORGANIZATION) TO LOAN FREE LIFE JACKETS**

**TO KIDS THIS BOATING SEASON**

This year (your organization) is continuing to help keep kids safe while on the water by offering loaner life jackets to the public for the day or weekend, at no charge!

Here’s how the Life Jacket Loaner Program works. If a boating family discovers they don’t have enough properly-fitting children’s life jackets on board, they can simply visit (your organization) and sign out an infant, child, youth or adult life jacket for the day or the weekend. When they’ve finishing boating for the day, they can return the jackets to the same location. (Your organization) is making (number of life jackets) available for loan, allowing hundreds of children to stay safer on the water.

If you would like to borrow a jacket, simply stop by (location) between (hours of operation) on (days of the week). You can also call (point of contact) at (phone number) to learn more about (your organization’s) participation in the program.

To find other loaner sites near you, visit [www.boatus.org/loaner](http://www.boatus.org/loaner). To check your state’s life jacket laws visit [www.boatus.org/LJLaws](http://www.boatus.org/LJLaws).