

Boating Safety, Life Jackets, Top Priority of National Safe Boating Week

Clarkdale, AZ (May 19, 2016) – Boating safety advocates across the United States and Canada have teamed up to promote safe and responsible boating, including consistent life jacket wear during recreational water activities, during National Safe Boating Week to be held from May 21-27, 2016.

National Safe Boating Week is the launch of the annual North American Safe Boating Campaign, a yearlong effort focused on spreading the message of boating safety and the critical importance of always wearing a life jacket each and every time on the water with the national theme, Wear It!



“It’s tempting to boat without wearing a life jacket, especially on nice days,” said Rachel Johnson, executive director of the National Safe Boating Council, the lead organization of Wear It! “A life jacket not worn can’t save your life. Always Wear It!”



“Potentially save your life by always wearing a life jacket while boating,” said John Johnson, executive director and CEO of the National Association of State Boating Law Administrators. Worried about those hot summer days in Arizona? According to Johnson, “Inherently buoyant and inflatable life jacket styles are available in new ergonomic designs and breathable fabrics, giving boaters the right gear to keep them safe, comfortable and cool.”

Throughout the year, Wear It! will also

remind boaters of the importance of never boating under the influence and knowing navigational rules. Clarkdale’s boat launch at the Lower TAPCO River Access Point includes boating safety signage, including the message “Boat Safe, Boat Smart, Boat Sober”.

The Town of Clarkdale hopes to see you out enjoying the Verde River this summer! Please help spread the message, and share your safe boating pictures with the following hashtags: #WearItClarkdale #WearItVerdeRiver #WearItArizona #safeboating

