



NEWS RELEASE

New public education website goes live on Lifejacket Day!

(Ottawa—June 22, 2006) The Cook-Rees Memorial Fund for Water Search and Safety is pleased to join The Canadian Red Cross in promoting National Lifejacket Day today, Thursday, June 22 with the launch of www.wearalifejacket.com.

This website project encourages Canadians to check out the latest advances in lifejacket design and to choose a comfortable stylish personal flotation device (PFD) that suits their own water activity.

Additionally, wearalifejacket.com brings together background research into boating fatalities, cold water shock and drowning prevention in one location for easy access by members of the public, media, sports and safety organizations.

By laying out the facts about boating fatalities and providing smart solutions, wearalifejacket.com will help Canadians make new choices and understand the need to wear a lifejacket at all times when on the water, particularly in small boats.

Research clearly shows that having a lifejacket close by is not enough - it must be worn to be effective. Every year, more than 150 Canadians drown simply because they are not wearing a lifejacket when their small boat capsizes, or they suddenly fall into cold water that makes them gasp. Even good swimmers can find themselves in serious difficulty and unable to get their PFD on once they are in the water.

The good news lies in the advances in inflatable technology and integrated clothing designs, which have made the bulky orange kapok vest a thing of the past. The new styles of wearable personal gear are cool and comfortable and provide maximum performance for active boaters, canoeists and those out for a simple day of fishing.

Power boating, fishing and water sports are hugely popular activities for Canadians. With all the affordable technology now available, there is lots of fun to be had while making a successful return voyage.

Visit www.wearalifejacket.com!

Information:

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