

## NEWS RELEASE

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### Events planned for National Life Jacket Day

#### Summary

Thursday, May 14 is National Life Jacket Day, a day to encourage and promote the use of life jackets and PFDs among boaters. The City of Nanaimo has planned activities at Nanaimo Aquatic Centre to raise awareness of this day.

From 3:00 pm to 6:00 pm, the community is invited to participate in Swim to Survive challenges, games, PFD and boating safety demonstrations and life jacket awareness information and participants will have a chance to win a new lifejacket.

*Strategic Link:* Taking responsibility to be an excellent municipal government

#### Key Points

- National Lifejacket Day is on Thursday, May 14. Activities will be held at Nanaimo Aquatic Centre from 3:00 pm to 6:00 pm. Regular admission rates apply.
- National Life Jacket Day is an annual campaign by the Canadian Red Cross to encourage and promote the use of life jackets and PFDs among boaters.

#### Quotes

"As we get into warmer months, more residents are flocking to water activities like fishing, boating or kayaking. National Life Jacket Day is a great way for the community to learn about, and refresh their knowledge of, water safety skills. Join us at the Aquatic Centre, we have fun activities planned for the whole family."

Michial Seginowich  
Recreation Coordinator - Aquatics  
City of Nanaimo

#### Quick Facts

- According to the Canadian Red Cross, 166 Canadians drown while boating every year. Of these, 88 per cent are not wearing a lifejacket or do not have it properly secured.

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Continued... Events planned for National Life Jacket Day

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