

Loaned Life Jacket a Real Life Saver

It was dusk when four-year-old Wally Foster's family boat capsized at the dock in Lake Kimball, northern Wisconsin. As he struggled to pull himself from the overturned boat, yellow was all Wally's dad could see through the murky water. The yellow Mr. Foster saw was Wally's life jacket—borrowed from a Foundation loaner site—as Wally popped up to the surface unharmed.

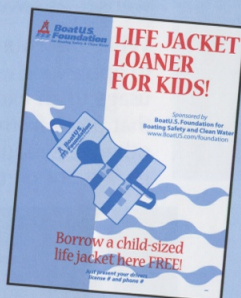
The outcome that day could have been disastrous, but thanks to the life jacket he was wearing, Wally was safe.

The jacket was borrowed from a BoatU.S. Foundation Life Jacket Loaner site operated by the Palatine, IL, Fire Department, located in a Chicago suburb near Lake Michigan. The coordinator of the Palatine Fire Department program, Robert Worth, has long been passionate about life jacket use and this incident just strengthened his resolve. "When you think about it," he said, "we helped save a son, a grandson, a nephew; wearing that jacket has affected a whole family and we're thankful that Wally is still part of it."

Life Jackets Save Lives – You Can Too!

Each year the need for life jackets outgrows the number that the BoatU.S. Foundation has available to loan. With your help, the Foundation hopes to raise funds to maintain and expand this life-saving program!

For as little as \$10, your tax-deductible contribution will fund the purchase of a life jacket, or for \$250, your gift will buy enough supplies to establish a new loaner location. Your contribution in any amount will make a difference to some small child. We need your help to make boating safer for children.



**Please consider
making a tax-deductible donation
today to help keep our program afloat.**

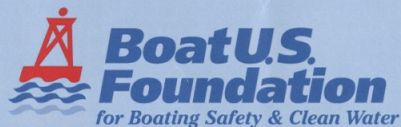
To donate, visit our website, www.BoatUS.com/Foundation today! We're counting on you! If you are interested in assisting with fundraising for this program contact us at 1-800-245-Boat or boatingsafety@boatus.com.

About BoatU.S. Foundation

The BoatU.S. Foundation is a national nonprofit 501(c)(3) organization dedicated to promoting safe and environmentally sensitive boating with the purpose of reducing accidents and fatalities while increasing stewardship of our water resources. Through a combination of research, hands-on activities, services and literature distribution, the Foundation estimates it has positively impacted millions of boaters nationwide. The Foundation operates more than a dozen programs including the only accredited, free, online general boating safety course, a low-cost EPIRB rental program, the "Help Stop the Drops" national clean fueling campaign, and has awarded hundreds of thousands of dollars in grants to local, grassroots, nonprofit groups for boating safety and environmental projects.

For more information about the BoatU.S.

Foundation call **800-245-BOAT**
or visit us online at
www.BoatUS.com/Foundation



880 South Pickett Street
Alexandria, VA 22304



Life Jacket Loaner For Kids!



It takes less than three minutes for a child to drown.

Most parents don't even realize their child has fallen overboard in that time.

The BoatU.S. Foundation for Boating Safety and Clean Water sponsors the Life Jacket Loaner Program for Kids to meet the special needs of young boaters. By making kids' life jackets readily available, we hope to educate boaters about the importance of wearing life jackets and properly fitting their kids' life jackets. This is especially important for young children who may not understand the risks involved in boating. Boaters can borrow a kid's life jacket on a daily basis FREE of charge. This helps boaters who are unprepared for visiting children or boating families who need a life jacket for the day. By teaching good habits from the start, parents can ensure their kids grow up water-wise.



Photo Courtesy HSM



Photo: USACE Dale Hollow Lake

How Boaters Can Borrow a Life Jacket

Boaters can borrow FREE kids' life jackets at more than 400 locations nationwide.

All you need to do is:

- Locate a loaner site in your area by visiting our website at: www.BoatUS.com/Foundation/LJLP.
- Visit the loaner site with the child.
- Show a driver's license.
- Ensure that your child's life jacket fits properly.
- Return the life jacket to the same site at the end of the day or weekend.



For more information
on this and other programs
offered by the Foundation,
please visit our website at
BoatUS.com/Foundation
or call us at
800-245-BOAT.

How Businesses and Volunteers Can Participate

This program is open to waterfront boating-businesses and volunteer organizations. By participating, your organization will be rewarded every time a child returns safe and smiling.

What participants receive:

- 12 jackets in Infant, Child and Youth sizes with return identification tags attached.
- Weather-resistant storage bin.
- Promotional signs and flyers.
- A log book to record loan information.
- Sample press kit to aid in local promotion.
- Educational literature to distribute to boaters.

What participants provide:

- A highly visible location with regular hours for loaning life jackets such as a marina, ship's store or fuel dock.
- Personnel to distribute and collect life jackets and record loan information.
- Local promotional efforts.
- Feedback and pictures to BoatU.S. Foundation to help promote the site and the nationwide program.

To be notified when applications are available, please sign up for our e-newsletter on our website at www.BoatUS.com/Foundation.

While the Foundation encourages all groups to apply for this program, groups that limit the usage to an exclusive membership or club, or that profit from the use of the life jackets, or are otherwise required to provide life jackets are not eligible for participation.



Photo: USACE Dale Hollow Lake