The following manual has been provided to assist you with establishing or maintaining a life jacket loaner program.

The Sea Tow Foundation has received grant funding from the Sport Fish Restoration & Boating Trust Fund, administered by the U.S. Coast Guard. Since 2008, the Sea Tow Foundation has provided over 100,000 life jackets to boaters and water enthusiasts in our nationwide Life Jacket Loaner Program. A map of the 1,300+ life jacket loaner stations can be found on our website at www.boatingsafety.com/map.

Thank you for your efforts in helping to keep boaters safer on the water by providing these life jackets to borrow for free. If any life jacket is credited with saving a life, please contact Kim Perry as soon as possible with the details. Email kperry@seatow.com or call 888-276-7691.

About the Sea Tow Foundation:
The Sea Tow Foundation – a 501(c)(3) nonprofit organization - was started in 2007 by Captain Joe Frohnhoefeer, founder of Sea Tow Services International, after he witnessed too many preventable accidents and fatalities on the water. Through its flagship programs which include the Life Jacket Loaner Program, Sober Skipper Campaign, and the National Boating Safety Awards, the Sea Tow Foundation strives towards its vision of a world where boaters are safe and responsible. To learn more, visit boatingsafety.com.

About the Sea Tow Foundation staff:
This project is overseen by Gail R. Kulp, Sea Tow Foundation’s Executive Director and Kim Perry, Sea Tow Foundation’s Program Coordinator. If you have any questions regarding the contents of this manual or the life jacket loaner program, please contact Kim at kperry@seatow.com or (631) 876-5085.
SECTION I

Terms and Conditions Overview

If your group has received grant-funded Life Jackets and/or a Loaner Stand Building Kit, you have agreed to the following requirements for each. Refer to the documents for full descriptions and details.

The Life Jacket Terms and Conditions

1. Submit 4 Monthly Count Reports for June, July, August and September.
4. Provide locations and a contact phone number(s) so the general public can access the life jackets.
5. Make arrangements to accept any donated life jackets that are in serviceable condition to replenish the supply.
6. Properly prepare and maintain the life jackets.
7. Do not give away, list as prizes or incentives or sell any grant-funded life jackets.
8. Contact Sea Tow Foundation immediately if any life jackets are credited with saving a life.
9. Request prior approval to add logos or information to Sea Tow Foundation signage.
10. Notify Sea Tow Foundation of any group, contact or location changes.
11. Return all life jackets to the Sea Tow Foundation if your loaner program closes.
13. Secure approval of the Loaner Station location if required.

The Loaner Stand Terms and Conditions

1. Notify us of any group, contact or loaner station location changes.
2. Request prior approval to add logos or information to Sea Tow Foundation signage.
3. Secure approval of the Loaner Station location if required.
4. Submit photos of the loaner stand set up with the life jackets.
5. Do not sell or giveaway the stand, in whole or in part.
SECTION II

Best Practices for Developing an Effective Life Jacket Loaner Program

1. **Prepare your life jackets for your stand or station.**
   Compare the number of life jacket boxes delivered to the grant award letter. Let us know ASAP if you are missing any or if you received the wrong sizes. Remove all of the attached paperwork on each life jacket. Life jackets will be printed with the Sea Tow Foundation and US Coast Guard grant logos. If you’d like to add any additional information, you may use a permanent marker. By writing your group’s name or an abbreviation or phone number anywhere on the life jackets, they are more likely to be returned since they are obviously loaner life jackets. You are NOT allowed to sew, iron-on or staple any items to the life jackets as this will void the warranty.

2. **Create an inventory system.**
   A helpful inventory system is to number the life jackets using a permanent marker by their size: Child sizes can be marked C1, C2, C3 and Youth sizes can be marked Y1, Y2, etc. That way you can keep better track of them. This will help you in your monthly reports in knowing which life jackets started on the stand. See page 8 for information about monthly reporting.

3. **Set up your station with the life jackets.**
   Hang the life jackets on the stand. Don’t use clothing hangers or any other external items that can be removed. If your loaner station is located outdoors, you will need to secure the life jackets to the stand so that they don’t blow off. Do this by using the straps from each life jacket and wrapping it around the center pole or another supporting piece. Or you can secure the strap to another life jacket that is already secured to the stand. Once set up, take a photo of the loaner station at the location where it will be used, so that we can include the photos on our nationwide online map at www.boatingsafety.com/map. Take photos or video of you and your team setting up the loaner station too! You can upload them using your smartphone to https://www.dropbox.com/request/2sOWLhc5bvZSPADA0tfw. Please include the name of your group when naming the photos.

4. **Signage and Advertising**
   The only way people are going to find a life jacket loaner station is through adequate signage and advertising regarding the availability of the life jacket loaner stand. The advertising does not need to be expensive, but there needs to be some way of alerting the public to the existence of the life jacket loaner program. A press kit is available on page 11 and includes a press release template and talking points to provide assistance in talking to members of the press about the importance of life jacket loaner programs.
   If you were provided with a loaner station sign, it should be placed on the top of the loaner stand and additional signs can be printed from the free downloadable signage file located at www.boatingsafety.com/store. Place additional signs in the general vicinity to help point people in the direction of the life jacket loaner stand. This is especially important if the stand is not in plain sight or is located inside a building or behind a large structure. If people can’t easily find the stand and the life jackets, they won’t use it. And, if the loaner stand isn’t getting used, it can’t save lives on the water.
5. **Educational Information**
   The loaner stand signage now has a QR code to direct people directly to the [Sea Tow Foundation Life Jacket Loaner Program webpage](http://www.seatow.com). There people can learn how to fit a life jacket, where to find other loaner stations, links to resources, and the online store.

6. **Number and type of life jackets on each loaner stand.**
   If you have received the loaner stand building kit from the Sea Tow Foundation, each stand should hold 8-12 life jackets of various sizes. The life jackets provided by the Sea Tow Foundation are all comfortable, vest-style life jackets that are U.S. Coast Guard approved. If you utilize additional life jackets for your loaner program, please ensure that these are in “serviceable condition” and do not contain any rips, tears or broken zippers or buckles and that they are also U.S. Coast Guard approved. If additional life jackets are added to the stand from other sources, it is also important to write on the new life jackets with a permanent marker to show your group/organization name or initials as well as the fact that they are loaner life jackets. You can also order [free waterproof stickers](http://www.seatow.com) to add the Borrow and Return information.

7. **Sizes of life jackets available.**
   Each stand should contain a variety of sizes of U.S. Coast Guard-approved life jackets in infant (up to 30lbs), child (30-50lbs), youth (50-90lbs), adult (over 90lbs) and adult extra-large/oversize (over 90lbs). Having life jackets available in all sizes will ensure that people can wear the properly sized life jacket.

8. **Construction of your life jacket loaner stand.**
   If you are building your own loaner stand, construction should be sturdy and made of durable materials that will hold up to the weather as well as frequent use. To request the Building Plans Manual, which includes a variety of design options, please email kperry@seatow.com.

9. **Location of the life jacket loaner stand.**
   The life jacket loaner stand should be located in an area that is easily accessible to people and it should be placed in a highly visible area. If this is not possible, signage should be placed in visible areas that direct the public to the location of the loaner stand. To help prevent the loss of life jackets, the life jacket loaner stand or the life jackets from the stand should be secured during night-time and off hours, if possible. If the life jackets are not being returned on a regular basis, even after restocking the stand, it may be necessary to relocate the stand to another place where there is a stronger perception of oversight.

10. **Loaning the Life Jackets**
    There should not be any burdens in place to dissuade a person from wanting to borrow a life jacket. A cumbersome process that involves filling out lengthy forms means having a dedicated employee or volunteer at each life jacket loaner stand and that is not feasible for most agencies/organizations. The life jacket loaner stand should be self-service using the honor system or the borrower may need to ask an attendant to borrow a life jacket, but the process should be transparent and simple. If theft is a problem, try relocating the stand to another location where oversight is perceived so that it is closer to someone working or has a security camera nearby. If that doesn’t work, you may need to have someone serve as an attendant to the stand and/or have people sign out the life jackets.

11. **Restock and Inspection**
    The life jacket loaner station and life jackets should be inspected regularly. Any repairs to the stand should be made as soon as they are discovered and missing life jackets should be restocked, if they are available. Any donated life jackets should be inspected and marked for your program.
SECTION III

Additional Steps for a Successful Program

Step 1: Partnerships
The most important part of a successful life jacket loaner program is to involve and include as many stakeholders as possible. You already have the advantage of being affiliated with the Sea Tow Foundation and the U.S. Coast Guard, but the more partnerships you can create, the better your life jacket loaner program can be. Each agency/organization brings something unique to the program and it is important to host meetings and discussions with everyone involved in the early planning stages as well as throughout the life of the program. Stakeholders can include any groups in the area that would benefit from safer waterways including those groups involved in boating as well as swimming. Possible partners include your state boating agency, state or local parks, Safe Kids USA organization, U.S. Army Corps of Engineers, U.S. Coast Guard Auxiliary, U.S. Power Squadrons, other non-profit organizations, civic groups like the Lions or Moose, scouting groups, etc. You should also consider including the local government officials such as a city council or mayor as well as business leaders.

Step 2: Find Funding
Building a successful life jacket loaner program requires money. There is just no way around that fact. Although you have received the life jackets from the Sea Tow Foundation for free, there are other costs to consider when implementing a life jacket loaner program. Signage will need to be printed to help people find the loaner stand. In addition, the life jackets will eventually need to be replaced and the stands will either need to be repaired or replaced and that requires funding. The Sea Tow Foundation can’t guarantee the availability of grant funds to assist with this in future years. And, with more loaner stations hosts, funding may not be available to help restock them all. Therefore, it is crucial to plan out all of the costs ahead of time and make plans for where the funding will come from. Failure to plan ahead for funding means that a new life jacket loaner program could be successful and prosperous in its first year and then disappear from the community in its second year due to lack of funding.

Step 3: Choose a Good Location
A life jacket loaner stand will not be successful if the public cannot find it and use the life jackets. Choosing a location is important because the goal will be to have the loaner stand at this specific place for a long period of time. Conduct research on drowning statistics in the local area and observe where boaters and other water enthusiasts spend a lot of time on their way to the water. A marina store, waterfront office, fuel dock or boat ramp can all be a good location for a life jacket loaner stand, but these don’t have to be the only options. Boating safety camps, marine law enforcement stations, fire departments, libraries, lifeguard stands, community centers as well as many other locations could be successful places to put a life jacket loaner stand. To prevent loss and theft, a loaner stand that is at least perceived to be under surveillance will see a higher rate of life jacket return, so consider a well-populated
location where the life jackets and/or stand will have lots of people around it. An additional safeguard would be that the life jackets and/or stand could be secured overnight, if that is possible.

After deciding on a number of potential locations, it is important to involve the business owners, organization representatives and town council in the decision of where to place the life jacket loaner stand. Although many businesses, organizations and towns welcome the addition of safety initiatives such as life jacket loaner programs, there may be some that require additional convincing.

**Step 4: Publicize the Life Jacket Loaner Station**

When the life jacket loaner stand has been built or placed at its location, host a press event to showcase the good work that your organization/agency has done. Stage a ribbon cutting ceremony and invite the local stakeholders, business owners, politicians, law enforcement officials and members of the press along with anyone else that may be interested. You can submit a press release to your local newspapers using the template provided in this manual. The Sea Tow Foundation can assist in getting your press release out to the local and national media. Simply send a copy of your press release to Kim Perry at kperry@seatow.com.

Share information about your Loaner Program through social media, including where people can find the life jackets. Be sure to tag @SeaTowFoundation on Facebook and Instagram or @SeaTowFDN on X. Or send photos to us so we can share on social media for you. You can upload photos from your smartphone to this Dropbox Folder, or email them to Kim Perry at kperry@seatow.com.
SECTION IV

Required Reporting

The following reports are required for any year in which your group is awarded grant-funded life jackets. Once all reports are submitted, your reporting requirements will be fulfilled.

Life Jacket Monthly Count Form
Sea Tow Foundation life jackets are part of the nationwide Life Jacket Program funded by grants and donations. In order to provide accurate reports to the funding agencies, it is critical for each loaner station’s life jacket inventory to be counted at least once a month for a period of 4 months with a final report due at the end of that time period. Your monthly counts of life jackets are important because they tell us how many people are using the life jackets at each loaner station.

If you are a 2024 grant winner, you should receive your life jackets by May. We are asking for Monthly Count Form reports for 4 of the 5 months from May, June, July, August, through September depending on which work best for your group. Please submit one form for each loaner station location that use grant-funded life jackets. See the worksheet on the following page to assist in collecting the data. The Life Jacket Monthly Count Form can be found here: https://www.boatingsafety.com/page/life-jacket-count-form.

Life Jacket Loaner Program Final Report
A Final Report for your Loaner Program is due by October 15, 2024. Only 1 report is needed for your group which asks general questions about the usage of the life jackets and end-of-season details for your whole Life Jacket Loaner Program. This includes whether there were any problems encountered and it asks for a final inventory count of life jackets as well as other pertinent information. If available, you will also be asked to include pictures, video clips, press releases, newspaper articles, etc. showing the life jackets in use. The Final Report can be found here: https://www.boatingsafety.com/page/final-report.

One-year Life Jacket Loaner Program Report
A 1-year follow up report is due by the end of July 2025. This One-year Life Jacket Loaner Program Report asks for any updates and any additional details not collected in the previous year’s final and monthly reports. The report form will be made available on our website and the link will be emailed to you at the end of the summer 2024 boating season, as well as a reminder email at the beginning of the summer 2025 boating season.
Life Jacket Count Worksheet

Go to the Life Jacket Loaner Program webpage to download the fillable Monthly Count Worksheet.

MONTHLY LIFE JACKET COUNTS

Pre-fill the top section of this worksheet and then make copies to use when inspecting each loaner station. Gather the monthly data to submit at https://www.boatingsafety.com/page/life-jacket-count-form or at the QR code above.

Date: __________________________ Person completing: __________________________

Group ID Number (FMID-XXXXX): __________________________

Group Name: __________________________

First Name: __________________________ Last Name: __________________________

Email Address: __________________________ Best Phone: __________________________

For loaner station GPS coordinates refer to www.boatingsafety.com/map or QR code to confirm that the pin is in the most accurate location. Fill in the Latitude and Longitude only if changes are needed.

Name of Loaner Station you are reporting for: __________________________

Latitude in decimal degrees (XXX.XXXXX): __________________________

Longitude in decimal degrees (-XXX.XXXXX): __________________________

City: __________________________ State (2 letter): ________ Zip Code: __________________________

COUNT HOW MANY LIFE JACKETS IN EACH SIZE.

How many yellow Sea Tow Foundation grant-funded life jackets do you currently have on the stand and in storage for this station?

Infant Jackets ______ Child Jackets ______ Youth Jackets ______ Adult Jackets ______ Adult XL Jackets ______

HOW MANY LIFE JACKETS WERE WORN?

This estimated count tells us how many people used the life jackets during the month you are reporting for. Only count the yellow Sea Tow Foundation grant-funded life jackets that look like they have been used since you last visited or reported for this station. For example, if the life jackets are unbuckled, moved to a different part of the station, are piled at the bottom of the station, or show other signs of use, please count them as worn. Or if you know the average amount of people that used them regularly from this station.

Infant Worn ______ Child Worn ______ Youth Worn ______ Adult Worn ______ Adult XL Worn ______

HOW MANY LIFE JACKETS WERE REMOVED?

This count tells us the number of Sea Tow Foundation grant-funded yellow life jackets that have been lost or not returned or that have become damaged and were removed from the station since you last visited or reported. This includes broken straps and buckles, rips or tears in the fabric, or other issues. Only count the number of jackets that have been removed from this loaner station that you are reporting for.

Infant Removed ______ Child Removed ______ Youth Removed ______ Adult Removed ______ Adult XL Removed ______

HOW MANY LIFE JACKETS WERE DONATED?

People sometimes will donate life jackets by placing them on the stand or nearby on the ground. Count any life jackets that have been donated from any other source since the last time you visited or reported. Be sure to inspect the life jackets to ensure that they are in usable condition, and write LOANER LIFE JACKET on the back of the jacket with a black permanent marker. Only count the life jackets donated to this station that you are reporting for.

Infant Donated ______ Child Donated ______ Youth Donated ______ Adult Donated ______ Adult XL Donated ______

Using your Smartphone, upload any photos of your station or the life jackets with this QR code.
SECTION V

Signage Print Files

Your group can download and print additional signage for your life jacket loaner program using the 16W x 14W digital file and modify it to the size that works for your location. However, all the original information below needs to be included on the sign. If you would like to add your logo or any other information to the sign, please reach out to kperry@seatow.com for permission to edit the file. There is also a limited number of printed signs available for free, just shipping costs need to be covered. To order or to download the file go to www.boatingsafety.com/store.
SECTION VI

Tips to Promote Your Life Jacket Loaner Program

Use a Press Release to Announce your Program or Loaner Station

A press release template is on the following 2 pages. You can use it to announce and promote your organization’s Life Jacket Loaner Program or Station using these tips to personalize the press release for your location.

1. Copy and paste the template into a new document and then fill in the highlighted areas throughout the press release to fit your local area and organization.
2. Include your group logo at the top of the press release beside the Sea Tow Foundation logo.
3. Fill in the “About” section with details about your organization and a link to the website.
4. Provide a contact name and contact information for someone in your organization at the bottom of the press release for the media to reach out to.
5. Once finalized, copy and paste the entire edited press release within the body of an email. Don’t attach it to the email.
6. Send to each local news reporter in a separate email. Depending on the size of the media, you may send to multiple contacts at the same location (i.e. sports editor, news editor, outdoor or boating editor, etc.)
7. Offer your availability for interviews in the email.
8. Provide your contact information on both the release and in your email.
9. Follow up via phone or email to confirm receipt and ask if the reporter has any questions, would like to schedule an interview, etc.

For additional assistance in distributing your press release, please reach out to the Sea Tow Foundation at 888-276-7691 or info@boatingsafety.com

Post photos of your Life Jacket Loaner Station on Social Media

Suggested social media post for Facebook, Instagram, LinkedIn, and X:

Heading out for a day of boating in [body of water/overall region]? Stop by the Sea Tow Foundation’s Life Jacket Loaner Station hosted by [Organization name] at the [location of station] and borrow life jackets for all of your passengers! #SeaTowFoundation #LifeJackets.

If you post them to your organization’s social media pages, please tag the Sea Tow Foundation (@SeaTowFoundation on Facebook and Instagram or @SeaTowFDN on Twitter) so we can share to our followers too.

Or send any photos and/or videos to Kim Perry at kperry@gmail.com or upload them from a Smartphone at text them to this Dropbox Folder.

If any life jacket is credited with saving a life, please contact Kim Perry as soon as possible with the details. Email kperry@seatow.com or call 888-276-7691.
Grant Provides Free Life Jackets to Local Boaters

[Organization Name] to Launch Sea Tow Foundation Life Jacket Loaner Station in [City]

CITY, STATE (Month, Date, Year) – [Organization name] – through a grant from boating safety nonprofit, the Sea Tow Foundation – has announced the opening of a new Life Jacket Loaner Station, which will be available to [body of water/overall region] boaters starting in [month of opening].

Located in [specific location of station], the station will hold life jackets that local boaters may borrow and use, free of charge. Available in sizes ranging from infant to Adult XL, these life jackets should be worn by all boaters and water users to prevent drowning and keep everyone safe on the water.

“We’re excited to work with the Sea Tow Foundation to bring this Life Jacket Loaner Station to boaters in our area,” said [organization person’s name], [job title]. “This will help ensure boaters of all ages have enough properly fitting life jackets, which will go a long way toward keeping people safe while they’re out enjoying the beautiful [body of water/overall region] waters.”

Since 2008, the Sea Tow Foundation has distributed over 100,000 life jackets to local businesses and organizations across the country. Loaner stations are located in all 50 states and 6 territories. These stations are placed in locations where boaters will have easy access to the life jackets, such as boat ramps, marinas, and parks. Boaters may borrow the life jackets at no cost and are asked to return them when they are finished so that they are available for others to use.

“The opening of this new Life Jacket Loaner Station in [City] will save lives, and we are proud to partner with [Organization name] to increase public access to life jackets,” said Gail R. Kulp, the Sea Tow Foundation’s Executive Director. “With such a strong boating culture, we know that these life jackets will keep people safe on the water for years to come, ensuring fun and lasting memories.”

For additional information on the Sea Tow Foundation and to locate a Life Jacket Loaner Station near you, please visit www.boatingsafety.com.
About Sea Tow Foundation – a 501(c)(3) nonprofit organization - was started in 2007 by Captain Joe Frohnhoefeer, founder of Sea Tow Services International, after he witnessed too many preventable accidents and fatalities on the water. Through its flagship programs which include the Life Jacket Loaner Program, Sober Skipper Campaign, Flare Education and the National Boating Safety Awards, the Sea Tow Foundation strives towards its vision of a world where boaters are safe and responsible. To learn more, visit boatingsafety.com.

About [Organization name]

Add details about where you operate, your mission, what you do, website link, etc.

Add photo of your life jacket loaner station

###

MEDIA CONTACT: Keaveny Hewitt

On behalf of Sea Tow Foundation

khewitt@onwrdupwrd.com

919.622.5276
Section VII

Life Jacket Loaner Program Talking Points

A life jacket loaner program is defined as any organized activity that provides life jackets to members of the public for free to borrow. Life jacket loaner programs can be located at marinas, boat ramps, fuel docks, state parks, waterfront offices, retail stores, law enforcement locations, fire departments, community centers, and inside libraries.

The Sea Tow Foundation Life Jacket Loaner Program was started in 2008 and, since that time, over 100,000 life jackets have been made available to boaters for free thanks in large part to corporate sponsorships, donations and grant funding from the Sport Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard. The Sea Tow Foundation has over 1,300 life jacket loaner stations in place across 50 states and 6 territories thanks to our loaner station hosts throughout the country.

The loaner station hosts help to build, maintain, inspect and operate life jacket loaner stations in their communities and local waterways. Some of these hosts include the U.S. Power Squadrons (now known as America’s Boating Club), U.S. Coast Guard Auxiliary, U.S. Army Corps of Engineers, state boating agencies, state and local parks, Safe Kids, YMCAs, libraries, marinas, first responders, law enforcement departments, municipal offices, schools, scouting groups, and Sea Tow Captains.

A map of current Sea Tow Foundation life jacket loaner station locations can be found online at www.boatingsafety.com/map.

Additional Talking Points:

- Life jackets save lives, but only if they are worn.
- There are many different styles and options for life jackets ensuring that a comfortable life jacket is available for any boating activity.
- Life jackets must be approved by the U.S. Coast Guard for use in the U.S.
- Each year, an average of 3,710 people drown in the U.S. and over 1,373 of those are infants through 24 year-olds. (source: Centers for Disease Control)
- Last year, 3 out of 4 people drowned in fatal boating accidents and 85% of the drowning victims were not wearing a life jacket. (source: U.S. Coast Guard)
- Last year, 3 out of every 4 drowning victims were boating in a vessel less than 21 feet in length. (source: U.S. Coast Guard)
- Drowning can be easily prevented by providing life jackets and encouraging boaters and swimmers to wear them.
- Adults can drown in less than a minute; children in as few as twenty seconds. Drowning is a silent event and can be easily missed by those nearby.
• Many people who drown never expected to end up in the water. Even experienced swimmers can quickly get into trouble.
• When accidents happen, life jackets provide time for successful rescues. Accidents happen. They don’t have to be fatal if you are already wearing your life jacket because there isn’t time to find one and put one on in an emergency.
• Most boaters do not plan on falling overboard, and when they do, it is too late. Putting on a life jacket when you need it is like trying to put on a seat belt just before a crash.
• Life jackets are essential to safe water recreation.
• Providing loaner life jackets for free to the public ensures everyone’s safety.
• Life jackets should be properly sized for the person wearing them. An adult life jacket is not appropriate for a child. The label in the life jacket indicates the size by chest measurement and weight capacity. To find out if a life jacket fits correctly, have the child lift their arms above their head and lift the life jacket by the shoulders. If it goes above the child’s chin, the straps should be tightened, or the next size down should be used.
• Life jackets must be free of rips and tears with working buckles and zippers to be used.

Sources:


SECTION VIII

Organize a Life Jacket Drive

The purpose of the Life Jacket Drive is to collect new and gently used life jackets from the local individuals or businesses that no longer need them or have outgrown them. The drive can help a Life Jacket Loaner Station host restock an existing station or start an entirely new station with the donated life jackets that are collected from the community. Life jackets are expensive and grant funding is not guaranteed each year, so the Life Jacket Drive is one way to help you keep your program running successfully.

Life Jacket Drive Materials

The Sea Tow Foundation has developed a program manual and materials to help you host a Life Jacket Drive in your community. These include information on inspecting collected life jackets, finding the best collection locations, cleaning life jackets and promoting the event. There are materials including a press release template, a customizable poster, collection box labels, and waterproof stickers for any life jackets collected. All of the life jackets that you collect can be used in your program to continue to help boaters in your community stay safe on the water.

For all the information, resources and materials go to: www.lifejacketdrive.org

If you have any questions regarding the contents of this Life Jacket Program Manual or the Sea Tow Foundation Life Jacket Loaner Program, please contact Kim at kperry@seatow.com or (631) 876-5085.