

**NEWS RELEASE**

*FOR IMMEDIATE RELEASE (11/13/2015)*

**New safety video emphasizes the right life jacket fit for kids**

*LEXINGTON, Kentucky (Nov. 13, 2015)* – The importance of wearing a properly fitting life jacket when in, on and around the water is paramount, especially when it comes to our most precious cargo – our children. To help parents, teachers, life guards, camp leaders and anyone else who may find occasion to be near water with children, boating and life jacket experts from around the nation came together this summer to create a simple but comprehensive video on fitting life jackets to children.

Losing a child to drowning is simply unfathomable, but the pain is real for many.

“Like everyone, children can be unpredictable around water – particularly if they are suddenly immersed,” says Bernice McArdle, executive director of the Personal Flotation Device Manufacturers Association. “That’s why it is imperative to purchase the right product for children and ensure that they have it on and understand how it will work in the water before heading out.”

Knowing how a life jacket should fit is not as easy as one might think. How tight should the jacket be? Does it matter how long the jacket is? Where should the crotch strap be placed, and why does it matter? Do you know if it will fit right in the water?

This short video demonstrates the proper fit and the reasoning behind it, as well as how to make adjustments so the child is completely comfortable in the water, in a fun, engaging way.

*(continued)*

“This video is also an excellent primer for all who put life jackets on children,” says MariAnn McKenzie, boating education coordinator for the Oregon State Marine Board and project leader for the video. “It’s important that everyone who participates in boating and water activities knows how to fit a life jacket properly on children. This video will educate on what to look for and how to make sure the life jacket fits just right so no one has to worry once they’re out on the water having fun.”

It’s the hope of boating and water safety experts that this educational video is shared by anyone who is involved in teaching children including, including life guards, camp leaders, swimming program instructors, marine patrol officers, boating safety educators, boat rental facilities, and other educators.

Life jackets are the best investment for you and for children’s safety. According to the video, “Remember life jackets got your back, but only if you wear it.”

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The National Association of State Boating Law Administrators encourages parents and educators to share this important video on their social media channels and websites. In order to make sharing this video as easy as possible, we’ve created the following instructions:

- 1) Social Sharing – simply paste this link into your social media

post: <https://kalkomey.wistia.com/medias/kjxtbvga0n>

- 2) Embedding on your website – Please copy and paste one of the following embed codes into your web editor. You might have to try a few versions until you find one that works!

**Responsive Embed:**

```
<script charset="ISO-8859-1" src="//fast.wistia.com/assets/external/E-v1.js"
async></script><div class="wistia_responsive_padding" style="padding:56.25% 0 0
0;position:relative;"><div class="wistia_responsive_wrapper"
style="height:100%;left:0;position:absolute;top:0;width:100%;"><div class="wistia_embed
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wistia_async_kjxtbvga0n videoFoam=true" style="height:100%;width:100%">&nbsp;</div></div></div>
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**Iframe:**

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<div class="wistia_responsive_padding" style="padding:56.25% 0 0 0;position:relative;"><div class="wistia_responsive_wrapper" style="height:100%;left:0;position:absolute;top:0;width:100%;"><iframe src="//fast.wistia.net/embed/iframe/kjxtbvga0n?videoFoam=true" allowtransparency="true" frameborder="0" scrolling="no" class="wistia_embed" name="wistia_embed" allowfullscreen mozallowfullscreen webkitallowfullscreen oallowfullscreen msallowfullscreen width="100%" height="100%"></iframe></div></div>
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**Wordpress responsive:**

<http://kalkomey.wistia.com/medias/kjxtbvga0n?embedType=iframe&videoFoam=true&videoWidth=360>

**Wordpress iFrame:**

<http://kalkomey.wistia.com/medias/kjxtbvga0n?embedType=async&videoFoam=true&videoWidth=360>

- 3) If you are required to obtain the parent video file for your own hosting, or prefer to put this video on YouTube, please contact Mitch Strobl at [mstrobl@kalkomey.com](mailto:mstrobl@kalkomey.com).

**About NASBLA:**

*The National Association of State Boating Law Administrators is a national nonprofit, 501(c)3 organization that works to develop public policy for recreational boating safety. NASBLA represents the recreational boating authorities of all 50 states and the U.S. territories.*

*We offer a variety of resources, including training, model acts, education standards, publications and more. Through a national network of thousands of professional educators, law enforcement officers and volunteers, we affect the lives of over 74 million American boaters.*

**About the PFDMA:**

*The Personal Flotation Device Manufacturers Association is an industry association dedicated to increasing life jacket wear in all appropriate activities: through education, product innovation, standards development, and enhancing communication between members and stakeholders.*