

For immediate release

(April 30, 2018)

A Proud Participant in LCBO's Donation Box Program

The Canadian Safe Boating Council (CSBC) will be participating in the LCBO's Provincial Donation Box Program during the month of May. Next time you visit your local outlet, CSBC would appreciate your support in this fundraising campaign to help make Canada's waterways safer.

For nearly three decades, the Canadian Safe Boating Council has been in the business of promoting safe and responsible boating throughout Canada. The CSBC and partner organizations have worked to decrease boating related drownings by 40% over the past 15 years. This is significant given the phenomenal growth of boat ownership and boating activities in Canada. But tragically approximately 130 Canadians will lose their lives this year due to boating related drownings. That is why funds raised through the Donation Box Program are so important - to help CSBC continue its work.

The CSBC is a charitable, volunteer-based organization that depends on funding from members, industry and government. With those contributions, the CSBC has been at the forefront of promoting safe and responsible boating through the development of educational programs and outreach to boaters.

"Money raised during this month long campaign will be used to educate Canadians about boating safety and teach boaters to be better prepared and better informed," states John Gullick, CSBC Chair. "And it will be used in the production of creative marketing campaigns that promote safe and responsible boating."

"We're extremely happy to be partnering in LCBO's Donation Box Program," adds Gullick, "especially as it coincides with the 2018 National Safe Boating Awareness Week May 19th – 25th." The purpose of Safe Boating Awareness Week is to provide boaters with five key reminders as they prepare to embark on another boating season.

- 1) Wear a PFD or lifejacket.
- 2) Don't drink & boat.
- 3) Take a boating course.
- 4) Be prepared, both you and your vessel.
- 5) And be wary of the dangers of cold water immersion.

So when you visit your local LCBO during May, keep the Canadian Safe Boating Council in mind. You can help make our waterways safer for everyone through your contribution.

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