

NEWS RELEASE

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Fort Pierce City Marina Promotes Life Vest Safety Incentive

The Fort Pierce City Marina has developed a new program in conjunction with the operators of The Original Tiki Bar and Cobb's Landing Restaurants in Downtown Fort Pierce to encourage children to wear a life vest and learn boat safety.

City Marina Manager, Dean Kubitschek had the idea to reward good behavior by providing a coupon that supports "snapping up" a life vest and then maybe the children will ask their parents to do the same, after talking with US Coast Guard Auxiliary (USCG) division officer Mo Zaidan.

Working with the Fish and Wildlife Conservation Commission, Fort Pierce Police Department and the USCG Auxiliary, they developed a program that if a child is seen wearing a life vest they will receive a FREE kids meal coupon from either restaurant and a FREE toy in the Fort Pierce City Marina gift shop. Children must be accompanied by a parent.

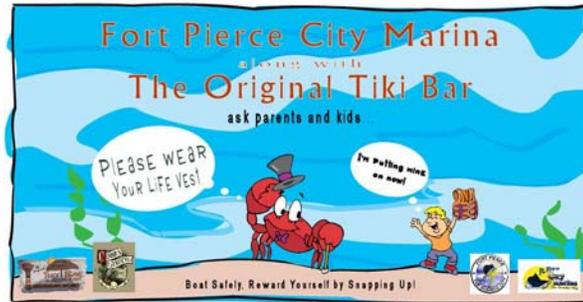
According to United States Coast Guard Auxiliary, "2009 saw an increase of 3.9 percent in recreational boating deaths occurring by people failing to wear life vests or were inattentive and consumed alcohol while operating boats. Nearly 75 percent of the 736 deaths in boating accidents in 2009 were drownings with 84 percent of the victims not wearing a life vest."

With law enforcement assistance, they can use this as a tool to encourage a child to put on a life vest and snap up if they are not wearing one. So wear your life vest and SNAP IT UP!!! See below for pictures of front and back of sample coupon.

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Sample Coupon Front



Sample Coupon Rear

