

CDBW Life Jacket Campaign



The Cal Boating, Dept. of Boating and Waterways and the US Coast Guard, "WEAR IT" CALIFORNIA CAMPAIGN, got off to a great start on Saturday morning, May 17, 2008, at the Banner Island Ballpark in Stockton.

All efforts are being put forth to reach the anglers and boaters of California encouraging the wearing of life jackets and saving lives.

Sep Hendrickson, host of "CaliforniaSportsmen" Radio Show (KHTK 1140AM Saturdays 6:00-8:00AM, Sacramento) and Kent Brown, host of "Ultimate Bass" Radio Show (KHTK 1140 AM, Saturdays 5:00-6:00AM), are spokesmen for the 2008 campaign. Their shows will drive the "Wear It" message, with



interviews, contests and giveaways, and you'll see their boats, with "Wear It" logos wherever water enthusiasts gather.

Saturday's event included Ray Tsuneyoshi, Director, Boating and Waterways, Virgil Chambers, Executive Director of the National Safe Boating Council, Captain Mike DeBartoli, Stanislaus Consolidated Fire Department, Captain David Swatland, U.S. Coast Guard, Paul Newman, Recreational Boating Safety Program Manager, U.S. Coast Guard, Sam Malcolm, Sergeant, Boating Safety Unit, Chris Edmonston, Asst. Vice President/Director, Boat U.S. Foundation, Annapolis, MD, Gloria Sandoval, Public Information Officer, Cal Boating, Phaedra Bota, Boating Safety & Education Manager, Dept. of Boating and Waterways, plus many members of the U.S.Coast Guard and Fire Departments.

