

The logo for Boat Live 365 features the words "BOAT", "LIVE", and "365" stacked vertically. The text is rendered in a bold, blue, sans-serif font with a thick orange and white striped shadow effect. The logo is set against a white background with blue triangular shapes at the top and bottom corners. A registered trademark symbol (®) is located in the bottom right corner of the logo area.

**BOAT
LIVE
365**

WHAT IS IT?

It's a movement to empower recreational boating advocates to create a safe boating culture 365 days a year with proven resources and public outreach.

www.boatlive365.org

BOAT LIVE 365

Key Points

- Empowering recreational boating advocates
- Creating a safe boating culture 365 days a year
- Providing proven resources and public outreach materials to help lower the rate of boating accidents, incidents and fatalities nationwide
- Advocacy materials for the following topics are available at www.boatlive365.org:



Accident Reporting



Boat Operator Responsibility



Dangers of Cold Water



Life Jacket Safety



Navigation Rules



Dangers of Propeller Strikes



Safety Training



Boating Under the Influence

Preferred Language

When speaking about Boat Live 365, it's important not to abbreviate the name, especially in the first year of this initiative. Always use the full term, Boat Live 365. Never use BL365 or just Boat Live.

Focus Lines

- **Boating is Serious Fun.** This line can be used to spark conversation, as a heading or a closing line.
- **Creating a Safe Boating Culture 365 Days a Year.** This can be used in conjunction with "Boating is Serious Fun" or on its own.

www.boatlive365.org



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