



Life Jackets Save Lives. Will you lead by example?

The United States Coast Guard Auxiliary in Massachusetts received a grant from The Humane Society to launch a Wear It! Campaign.

Our goal is to encourage the 6.9 million residents of Massachusetts to wear their life vests and jackets this summer on the water.

But we can't do it alone.

You're someone with the influence to help keep people safe this summer.

Massachusetts

Find us on all things social:

@uscgauxma



Here's how you can help

- 1** Wear a life jacket and share a quick PSA, like "Life jackets save lives. But they only work if you wear them. Stay safe on the Massachusetts waterways this summer!"
- 2** Share our content on your social media accounts and encourage your followers to wear their life jackets or vests. Find us at [/uscgauxma](#)
- 3** Host a Ready, Set, Wear It! event for boating safety. Or run a share it contest and use our Massachusetts Wear It! items for prizes and awards!



DID YOU KNOW?

Kids 12 years old and under are required to wear a life jacket or life vest while on a boat.

SPREAD THE WORD!

Encourage your followers to take the pledge to wear their life jacket: bit.ly/safeboatingMA



TRY IT ON!

Today's life jackets come in a variety of shapes, sizes, colors and materials. No matter which life jacket you choose, be sure it's right for you, your planned activities and the water conditions you expect to encounter.



Show us your float!

Find us on Facebook, Instagram and Twitter at **USCGAUXMA** and tag your shots **#wearitMA**.

