



## **Mustang Survival and BOATsmart! Canada Form Boating Safety Partnership**

**May 8, 2006 – Richmond, BC** – Mustang Survival has just announced a new boating partnership with BOATsmart! Canada. The two organizations share common goals in encouraging people to have fun on the water as well as helping them choose the most suitable and effective Personal Flotation Device (PFD) for their water sports activities.

Included in the partnership will be the development of useful boating tips to be played out on both the Web and through a program of television commercials that BOATsmart! Canada is planning. These tips will answer questions like; what should I look for when buying a PFD for my child, what is the most suitable and comfortable PFD for my water sports activities, are inflatable PFD's a good choice for me, what features are important, and so on.

Mustang Survival will be providing the BOATsmart! Canada organization with products, marketing support and sponsorship.

"BOATsmart! Canada is proud to be partnering with Mustang Survival", remarks Cameron Taylor, President of BOATsmart! Canada. "Mustang's commitment to the Canadian boating community is tremendous. We're excited to build this relationship with a true industry leader in order to promote boating safety in Canada."

According to Frank Leffelaar, Manager, Marketing Services for Mustang Survival, "Our goal is to give people a choice of comfortable high quality PFDs, the BOATsmart! organization is a great partner to reach active boaters and inform them about the wide variety of safety products available to support them in their favorite water sports activities."

BOATsmart! Safe Boating Teams will be traveling to consumer shows and community events across Canada in the coming year showcasing Mustang Survival products. The products will also be featured exclusively in BOATsmart! Canada boater education programs. A schedule of BOATsmart! Team events can be found at [www.boatsmartexam.com](http://www.boatsmartexam.com).

### **About BOATSMART! Canada**

BOATsmart! Canada is a national safe boating organization with a mandate to promote boating safety and the environmentally responsible use of Canada's waterways. Officially recognized and accredited by Transport Canada, BOATsmart! Canada offers education services and products for pleasure boaters. BOATsmart! Canada also certifies boaters for their Pleasure Craft Operator Card - a federal legal requirement that all power boaters must achieve by September 15, 2009.

BOATsmart! Canada offers it's Safe Boating Study Guide through Home Hardware Stores Ltd, West Marine stores and independent marine retailers. The study guide is available in both print and CD-ROM format. In addition to classroom instruction, BOATSMART! Canada offers innovative web-based learning. Boaters can learn more by visiting [www.boatsmartexam.com](http://www.boatsmartexam.com) or calling 1-877-792-3926.

BOATsmart! Canada's training and certification services are sponsored by Campion Marine, Volvo Cars of Canada, West Marine, Home Hardware, Mustang Survival, Skippers Plan, Volvo Penta, EZ Loader, Fox 40 Marine, Cottage Life Magazine, and Boatguide Canada Magazine.

### **About Mustang Survival**

For more than 35 years, Mustang Survival has been committed to providing life support solutions. Through constant innovation and the application of new technologies, Mustang is the leading supplier of quality flotation and hypothermia protection products to the most demanding users – from fishermen, sailors and power boaters to the Coast Guard, jet fighter pilots and even NASA astronauts.

Mustang Survival is the Official PFD of BASS and is a proud sponsor of the ESPN Outdoors Bassmaster Series.

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Register for the Media Zone on Mustang Survival's website for access to the latest company information as well as access to logos and images.