



Sea Tow Foundation

for Boating Safety and Education

Press Release

For Immediate Release

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Partnership to Provide Free Life Jackets to Local Boaters

White Lake Association to Launch Area's First Sea Tow Foundation Life Jacket Loaner Station

MONTAGUE, Mich. – The [White Lake Association](#) – through a partnership with boating safety nonprofit, the [Sea Tow Foundation](#) – has announced the opening of a new [Life Jacket Loaner Station](#), which will be available to Western Michigan's White Lake-area boaters in mid-June.

The station – which will be located at the Montague [Municipal Boat Launch & Fish Cleaning Station](#) – will hold life jackets that local boaters may borrow and use, free of charge. Available in sizes ranging from infant to Adult XL, these life jackets help to ensure each of a boat's passengers have access to necessary safety equipment. This is especially crucial for children under 13 years of age who are required to wear a life jacket at all times while a boat is underway.

“We are excited to partner with the Sea Tow Foundation to offer these life jackets to boaters in our area,” said David Hays, WLA president. “We believe that it is the first such partnership for this life-saving program in Western Michigan. These Sea Tow Foundation life jackets are an important part of keeping boaters safe on the water.”

Since 2008, the Sea Tow Foundation has distributed more than 40,000 life jackets to local businesses and organizations across the country. These stations are placed in locations where boaters will have easy access to the life jackets, such as marinas and boat ramps. Boaters may borrow the life jackets at no cost and are asked to return them at the end of the day so that they are available for others to use.

“The opening of this new Life Jacket Loaner Station in the White Lake area is a major achievement, and we are proud to partner with the White Lake Association to ensure the public's access to these life jackets,” said Gail R. Kulp, the Sea Tow Foundation's executive director. “With such a strong boating culture, we know that these life jackets will save lives this boating season and for years to come.”

For additional information on the Sea Tow Foundation and to locate a Life Jacket Loaner Station near you, visit www.boatingsafety.com. To learn more about WLA, its mission and the many activities it participates in, visit www.whitelakeassociation.org.

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Suggested [Tweet](#) and [Facebook](#) Post:

Heading out for a day of boating in the White Lake, Michigan area? Stop by the Sea Tow Foundation's Life Jacket Loaner Station run by the White Lake Association at the Montague Municipal Boat Launch Ramp and Fish Cleaning Station and grab a life jacket for all of your passengers! #SeaTowFoundation #LifeJackets.

Sea Tow Foundation

With a focus on safe boating practices that result in fun on the water, the Sea Tow Foundation – a 501(c)(3) nonprofit organization – was established in 2007 by Sea Tow Founder Capt. Joe Frohnhoefer. After his passing in 2015, Captain Joe's legacy continues as the Foundation brings attention to the number of preventable boating-related accidents, injuries, and deaths, and directly addresses prevention methods through education and awareness. More than 350 life jacket loaner stands are now available across the United States and the Foundation's Designate a Sober Skipper program continues to grow. For more information, please visit BoatingSafety.com.

About White Lake Association

The White Lake Association (WLA) is comprised of hundreds of members who care deeply about White Lake. They support WLA activities and actions that preserve the natural amenities of the lake, as well as the public trust. WLA conducts ongoing water sample testing; maintains the weather station and video cam at the White River Light Station; partners with the Steelheaders to install and maintain "no wake" buoys on White Lake, and works to make boat launching convenient and safe at several locations. For additional information, visit the website at whitelakeassociation.org.

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