
Memorial Day Messaging and Background

Facts

- Boating popularity is high in Minnesota with over 800,000 registered boats.
- Minnesota had a troublesome trend in boating deaths.
- In 2013, 13 people died in boating accidents in Minnesota.
- So far in 2014, one person has died in a boating accident.
- Past years boating fatalities: 2012- 15, 2011- 16, 2010 – 12, 2009 – 15.
- The two contributing factors for boating fatalities; “lack of life jacket use” and “operator inattention”.
- The most common cause of boating accidents; falls overboard or capsizing.

Talking Points

Minnesotans want to get out and enjoy our great lakes and rivers. We are reminding everyone to protect themselves and Minnesota Waters.

Think zero— zero boating deaths, zero violations and zero new infestations.

Minnesota's lakes and rivers are one of our most precious resources and we want people do to their part; wear a life jacket every time you step on a boat and always clean their boat.

And one person has died in a boating accident.

10 Minnesotans could be saved each year just by wearing a life jacket.

A few simple steps can make a big difference from a good day on the water to a bad day on the water.

Always wear a U.S. Coast Guard approved life jacket.