



Florida

For Immediate Release
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U.S. Coast Guard Auxiliary to Encourage Others to “Wear Your Life Jacket at Work” on Friday, May 15, 2026

FORT MYERS BEACH, FL – May 6, 2026 – U.S. Coast Guard Auxiliary Fort Myers Beach announced today its support of Wear Your Life Jacket at Work Day on Friday, May 15, 2026. Coast Guard Auxiliary joins boating professionals and outdoor enthusiasts to heighten awareness of different life jacket styles that are available, and demonstrate their comfort and versatility by wearing them to work.

The annual event, hosted by the National Safe Boating Council (NSBC) serves as a fun, educational event just prior to National Safe Boating Week, May 16-22, the official launch of the 2026 Safe Boating Campaign. Educating the boating public about the safety and comfort of life jackets has been a main focus of the campaign. “Wear Your Life Jacket at Work” Day will take place on Friday, May 15, wherever you are!

Gary Martell, the Flotilla Commander for Flotilla 91 Fort Myers, stated, “In Southwest Florida, our waters are as unpredictable as they are beautiful. From the sudden afternoon thunderstorms in the Gulf to the heavy vessel traffic in our narrow intracoastal channels, conditions can shift in an instant. A life jacket isn't just a piece of equipment; it is your most essential piece of survival gear.” He went on to say, “Many boaters believe they’ll have time to grab a vest during an emergency, but the reality of a capsized or a fall overboard is often violent and disorienting. In these waters—where heat, currents, and distance from shore are constant factors—wearing your life jacket is the single simplest decision you can make to ensure a day on the water doesn't turn into a tragedy. **Don't just carry it. Wear it.** Our mission is to keep you safe, but your safety starts with that one click of a buckle.”

The National Safe Boating Council is asking all participants to take a picture of themselves in their life jacket while at work and post it to social media with the hashtag #wearyourlifejacketatworkday and tag the Safe Boating Campaign (@boatingcampaign) or submit it directly to the NSBC at outreach@safeboatingcouncil.org.

U.S. Coast Guard statistics show that drowning was the reported cause of death in three out of every four recreational boating fatalities in 2024, and that approximately 87 percent of those who drowned were not wearing life jackets.

Members of the boating public as well as those interested in demonstrating the wearability of life jackets are encouraged to participate.

About the U.S. Coast Guard Auxiliary Flotilla 91, Fort Myers Beach: The U.S. Coast Guard Auxiliary is the uniformed civilian volunteer component of the United States Coast Guard. Flotilla 91 of Fort Myers Beach is dedicated to promoting boating safety through public education, vessel safety checks, and providing support to the U.S. Coast Guard in various missions, including search and rescue and environmental protection.

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