



Innovations in Life Jacket Design COMPETITION

Can You Build a Better One?

COMPETITION GOAL

To encourage and solicit innovative ideas and new technology to design a life jacket that the majority of average boaters might wear.

Submit a 4-minute video of your invention in action and you could win \$5,000.

Competition Starts November 1, 2010

Competition Ends February 1, 2011

Email Submissions to boatingsafety@boat.us

Or enter online at BoatUS.com/Foundation/LifeJacketDesign/

Winner Announced at the International Boating And Water Safety Summit, March 2011

*Winner Receives **\$5,000** cash prize*

DESIGN CRITERIA: Design is not obliged to meet U. S. Coast Guard approval requirements to win. However, the necessary design elements include: Wearability, Reliability, Innovation and Cost (a retail price point of under \$25-\$30 is encouraged but not mandatory)

For more information, visit BoatUS.com/Foundation/LifeJacketDesign/ or contact:

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