

Ocean Safety joins the RNLI's Ambassador Scheme for Southampton Boat Show



Ocean Safety has just joined the Ambassador Scheme, set up by the RNLI to promote RNLI Offshore membership and to enhance their links with the marine industry, especially in areas vital to the boating community, such as sea safety.

Ocean Safety will be working to promote the RNLI's membership and specific discount schemes to new and existing RNLI members on selected lifesaving products. To this end, Ocean Safety will be offering a year's complimentary membership with the purchase of a top end product, such as an Ocean ISO liferaft, ACR EPIRB or a Jonbuoy Recovery Module. To further encourage the purchase of appropriate man overboard and lifesaving equipment, voucher schemes will be run in the RNLI Offshore magazine throughout the year, offering product promotions, combined with vital advice for sea users.

David Brann, RNLI Fundraising and Communication Director, said, *"We welcome Ocean Safety to the RNLI's Ambassador Scheme. As a charity the RNLI depends on voluntary contributions and legacies for its income, so support from both industry and the public through RNLI membership is absolutely crucial. I am grateful to Ocean Safety for joining the growing collection of companies that are demonstrating the appreciation of the life-saving work of our volunteer crews and the need for safety at sea in this practical way.*

Common to all water users and foremost in the mind of our members would have to be equipping every craft correctly in terms of safety equipment, appropriate to their type of water use. We welcome the vital input from Ocean Safety in terms of their unequalled knowledge of the latest products, to help keep everyone safe on the water."

Charlie Mill of Ocean Safety, added, *"We are a long time and active supporter of the great work, which the RNLI carry out in terms of education, as well as their crucial role in saving lives at sea. Our respect for the volunteer crews around the coast on call on a daily basis, often in the most atrocious weather, is enormous. We welcome this opportunity to work with the RNLI to provide greater awareness of the importance of using the appropriate product for each type and area of water use."*

The RNLI's membership is designed for all recreational sea users, from kayakers, windsurfers and jet skiers to sailors, power and motor boaters. It provides a range of benefits, including: a

CD-ROM containing interactive educational programmes on safety at sea, the opportunity for an RNLI SEA Check, the RYA's Diesel Engine Maintenance DVD, complimentary copies of the RNLI's Offshore and Lifeboat magazines and of course access to Ambassador Scheme special promotions.

For further information on Ocean Safety products and their links to the RNLI with the Ambassador Scheme, please visit Ocean Safety's stand at the PSP Southampton Boat Show from 12th - 21st September at stand G24 in the Ocean Hall.

Key facts about the RNLI

The RNLI charity saves lives at sea. Its volunteers provide a 24-hour search and rescue service around the United Kingdom and Republic of Ireland coasts. The RNLI operates over 230 lifeboat stations in the UK and Ireland and has more than 100 lifeguard units on beaches around the UK. The RNLI is independent of Coastguard and government and depends on voluntary donations and legacies to maintain its rescue service. Since the RNLI was founded in 1824 its lifeboat crews and lifeguards have saved over 137,000 lives. The RNLI is a charity registered in England, Scotland and the Republic of Ireland. www.rnli.org.uk



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More information: <http://www.oceansafety.com> marketing@oceansafety.com
+44 (0) 23 8072 0800

Press enquiries to: Strawberry Marketing
Titch Blachford titch@strawberrymarketing.com
+44 (0) 1590 645082

RNLI enquiries to: Katie Wilton - RNLI kwilton@rnli.org.uk
<http://www.rnli.org.uk/membership>