



**Media Advisory**  
June 7, 2017

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## **River Safety Awareness Press Conference on June 8** *"Life Looks Good on You" Safety Campaign Kickoff for 2017*

Sacramento, CA – Sacramento County Regional Parks, Drowning and Accident Rescue Team (DART) and the Sacramento City Fire Department want to remind everyone that "Life Looks Good on You" and "Kids Don't Float."

In preparation for a busy summer season in Sacramento County public waterways, agencies responsible for river safety are teaming up to present ways to stay safe in the water.

Last year, Sacramento County implemented the "Life Looks Good on You" river safety campaign from May-October 2016 to encourage adults to wear life jackets and educate them about river safety. There were no recreation-related drownings on the American River last summer.

This year, we will symbolize the life-saving impact life jackets have in public waterways with a floating memento of 300 life vests, which will launch from Watt Avenue during our media presentation.

**When:** 10:30 a.m., Thursday, June 8

**Where:** Watt Avenue Access at the American River Parkway  
8703 La Riveria Drive, Sacramento  
(Boat ramp at west end of parking lot)

**Who:** Supervisor Phil Serna, District 1, Sacramento County Board of Supervisors  
Supervisor Sue Frost, District 4, Sacramento County Board of Supervisors  
Supervisor Don Nottoli, District 5, Board Chair, Sacramento County Board of Supervisors  
Regional Parks Director Jeff Leatherman, Sacramento County  
Sacramento County Park Rangers  
Sacramento City Fire Department

**Visuals:** Floating life jacket sculpture, fully stocked "Kids Don't Float" and "Life Looks Good on You" life jacket boards, Sac City Fire boat and interview opportunities with officials.

**Contact Kim Nava at [navak@saccounty.net](mailto:navak@saccounty.net) or (916) 874-5001 if you plan to attend.**

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