

# ONE **BOATER** WILL **DROWN** EACH DAY DURING BOATING SEASON THIS **YEAR!**\*

***COULD YOU SURVIVE THE SURPRISE  
OF AN ACCIDENTAL FALL OVERBOARD?***



***WEARING a LIFEJACKET is the first  
step to SURVIVE the SURPRISE.  
Scan to see what really happens.***

**THE SHOCK  
FACTOR**

**ShockFactor.ca**



Public Safety    Sécurité publique  
Canada            Canada

Funded through the Search and Rescue  
New Initiatives Fund (SAR NIF)

\* Based on historical drowning reports in Canada from Lifesaving Society.