



For Immediate Release

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**NAUTIQUE IS THE OFFICIAL BOAT PROVIDER
OF THE 2009 WEAR IT CALIFORNIA! CAMPAIGN**



Orlando, FLA (May 4, 2009) – Nautique is proud to align with the California Department of Boating and Waterways and its partner organizations in orchestrating *Wear It California!*, a groundbreaking program designed to inform boaters about the importance of wearing life jackets. Beginning May 16th at the Wear It! kick-off event in Sacramento, a one-of-a-kind Crossover Nautique 211 detailing a customized campaign wrap will be featured at *Wear It California!* events for the 2009 boating season.

“The entire Nautique team is excited to be a part of this innovative program designed to teach people about the importance of safe boating,” stated Correct Craft President/CEO Bill Yeargin. “We not only care about making boating a fun activity for the entire family, but we also care about ensuring that it is safe as demonstrated by our involvement with campaigns like Wear It!”

While Nautique is proud to be the official boat provider of this year’s *Wear It California!* campaign, caring about the safety of the boating public is certainly not a new concept for such a prestigious boat brand. That is why the well-respected manufacturer of Nautique, Correct Craft, has participated in the National Marine Manufacturers Association certification program for over thirty years, helping to ensure that its boats meet or exceed US Coast Guard construction and performance regulations.

Below is a list of the *Wear It California!* events that have been confirmed to date:

Date	Place/Event	City
5/16	Discovery Park	Sacramento
5/20	Stockton Ports	Stockton
5/22	Natomas Sam's Club	Sacramento
5/23	Paradise Point	Stockton
6/6	Vieira's Resort	Isleton
6/11	CSUS Family Night	Sacramento
6/18	CSUS Family Night	Sacramento
6/20	Buckley Cove Marina	Stockton
6/25	CSUS Family Night	Sacramento
7/4	Discovery Bay Marina	Discovery Bay
7/9	CSUS Family Night	Sacramento
7/16	CSUS Family Night	Sacramento
7/18	Rio Vista Marina	Rio Vista
7/23	CSUS Family Night	Sacramento
7/30	CSUS Family Night	Sacramento
8/1	Tiki Lagoon Marina	Stockton
8/6	CSUS Family Night	Sacramento
8/13	CSUS Family Night	Sacramento
8/15	Korth's Pirate's Lair Marina	Isleton
8/20	CSUS Family Night	Sacramento
8/29	Brannen Island State Park	Rio Vista
9/15	Tower Park Marina	Stockton

For more information about the 2009 *Wear It California!* campaign, visit www.WearItCalifornia.com.

The California Department of Boating and Waterways provides safe and convenient public access to California's waterways and leadership in promoting the public's right to safe, enjoyable and environmentally sound recreational boating.

Celebrating 84 years of excellence in the marine industry, Correct Craft, Inc. is the producer of the Nautique line of boats. The manufacturer of Nautique is known for delivering superior quality product, cutting-edge technology and exceptional service experiences. To see the complete line of Nautique boats, visit www.nautiques.com.

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