



**General :30**

VO	Video	Graphics/Text
<p><b><u>Announcer/commentator:</u></b>   <b>Welcome to the first annual "Looks That Save!"</b></p>	<p>Shot of a dock turned into a fashion runway.</p>	<p>Welcome to the first annual Looks That Save!</p>
<p><b>That life jacket really brings out their eyes...</b></p>	<p>Participant 1 walks down wearing a life jacket and whistle. Camera flashes go off. Freeze frame.</p>	<p><u>Graphic:</u>          Wearing a life jacket is a simple and elegant way to save lives.</p>
<p><b>I wonder what he has in that cooler...</b></p>	<p>Participant 2 walks down pulling a cooler, then stops and opens it to pull out bottles of water. Camera flashes go off. Freeze frame.</p>	<p><u>Graphic:</u>          A sober sailor is the new trend – and the law.</p>
<p><b>They're on their game. Starting in 2025, all operators will be required to take a yearly boating safety course.</b></p>	<p>Participant 3 walks down with a course book and certificate in hand. Camera flashes go off. Freeze frame.</p>	<p><u>Graphic:</u>          Knowledge is power. Boating courses protect you and others on the water.</p>
<p><b>They're all winners this year.</b></p>	<p>All three stand on dock next to each other.</p>	
<p><b>The right look can save lives.</b>   <b>For more information, visit "parks dot n-y dot gov."</b></p>		<p><u>End slate:</u>          The right look can save lives.  <a href="http://parks.ny.gov">parks.ny.gov</a></p>