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Chip Hanauer “The Boat Guy,” and The Seattle Mariners “Gear Up” to Promote Life Jacket Use

Hydroplane Legend Announces “Gear Up” at 7/23 Mariners Matinee

Hydroplane racing legend **Chip Hanauer, The Boat Guy**, is in a new public service campaign called **“Gear Up.”** The Boat Guy is teaming up with The Seattle Mariners to help promote the “Gear Up” campaign. Hanauer will be at the **Seattle Mariners’** day game on July 23, 2014 at Safeco Field to throw out the first pitch and promote the campaign. The **“Gear Up”** campaign officially launches on July 18, 2014 at **TheBoatGuy.com**.

“Gear Up” uses the analogy of wearing proper sports equipment with wearing a life jacket to prevent accidental drownings in Washington State. Drowning is the second-leading cause of unintentional injury or death for youth’s age 1-17 in Washington. Historically, 85% of boating fatalities can be prevented by wearing a life jacket.

The “Gear Up” campaign continues throughout the summer with a multi-media campaign across Washington State. In addition, TheBoatGuy.com will promote “Gear Up” during The Boat Guy episodes. The Boat Guy website is an ideal tool to promote year-round water safety and will also feature a “Gear Up Pledge” page where fans can pledge their promise to “Gear Up” and wear a life jacket.

Hanauer is famous for a fearless racing career and jaw-dropping hydroplane crashes. As “The Boat Guy,” his charm and wit have further endeared him to people across the Pacific Northwest, transforming his celebrity into the face of boating in the region.

Many boating tragedies can be avoided by simply wearing the right safety gear, all of the time. Always wearing life jackets while playing, swimming, or boating in lakes, rivers, and the ocean can keep you safe on the water.

Chip Hanauer, The Boat Guy, is one of the most successful unlimited hydroplane racers in history. He won a record 11 American Power Boat Association (APBA) Gold Cups and drove one of the most famous boats in the APBA history, the Miss Budweiser. In 1995, Chip became the youngest inductee into the U.S. Motorsports Hall of Fame. “The Boat Guy” is a fun, entertaining web video series highlighting Chip’s take on boats, boating, and enjoying life in the Pacific Northwest. All video episodes can be found at **www.theboatguy.com**.

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