



National Boating Association of Maldives
G.Maavehi (2nd Floor),
Buruzu Magu,20092,
Male, Maldives

T: +960 7970033
E: info@boating.mv
www.boating.mv

Ref: PR/E005/2021

6th December 2021, Monday

General Manager of Allied Insurance Company of Maldives Pvt. Ltd, Mr. Ibrahim Firushan meets with the President, Mr. Ahmed Afrah and Executive Board Member, Ms. Mariyam Maaisha Shujau, of the National Boating Association of Maldives for the signing of the “Life Jacket - Wear it” Campaign #staysafeafloat

National Boating Association of Maldives (NBAM) signs with Allied Insurance Company of Maldives Pvt. Ltd as a partner to conduct the “Life Jacket - Wear it” Campaign. #staysafeafloat

The signing took place at the Allied Insurance Company office, on 6th December 2021. Allied Insurance Company signs as the second partner of the campaign. NBAM has proposed to organize and hold a Nationwide campaign named ‘LIFE JACKET – WEAR IT.’ The aim of the campaign is to make people more aware of the impact of their behavior, and in particular, alert people to the increased likelihood of severe injury or fatality if safety equipment is not on board or not used properly.

Initiating this awareness campaign is rather crucial for maritime safety especially regarding the importance of wearing life jackets. Additionally, with all the tragic cases that have been happening, NBAM believes that this should be implemented promptly. The importance of this campaign is not just for liveboards however, for the entire boating sector of Maldives.

Therefore, to support us in the work to introduce this campaign, Allied Insurance Company has affirmed their full support for this campaign.

For more Info:

Ms. Aishath Luyoona Azmee

Executive Coordinator

National Boating Association of Maldives (NBAM)

Phone: 7970033

Email: info@boating.mv

- End -

