



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

T: +960 3300640
F: +960 3300630
E: info@boating.mv
www.boating.mv

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23rd October 2021, Saturday

General Manager of AL SHAALI MARINE MALDIVES PVT. LTD Mr. Ismail Shareef meets with 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 Al Shaali Marine Maldives as a partner to conduct “Life Jacket, Wear it” campaign. #staysafeafloat

The signing took place at the NBAM office, on 23rd October 2021. Al Shaali Marine signs as the first partner of the campaign. NBAM has proposed to organize and hold a Nationwide campaign named ‘WEAR IT #SAFETY FIRST CAMPAIGN.’ The tagline of the campaign focuses on responsibility for safety on the vessel skipper. ‘You’re the skipper – You’re responsible’ is an initiative aimed at encouraging recreational and commercial boat operators to take responsibility for their actions on the water and for skippers to be aware they are ultimately responsible.

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. Having 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, Al Shaali Marine 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

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