



FOR IMMEDIATE RELEASE

Date: July 15, 2024

The Canadian Safe Boating Council Welcomes Mustang Survival as New Presenting Sponsor

The Canadian Safe Boating Council (CSBC) is pleased to welcome aboard Mustang Survival as a presenting sponsor.

This partnership, solidified through a Memorandum of Understanding, spans a three-year term and spotlights a shared commitment to promoting safe and responsible boating in Canada. In 2024, Mustang Survival will be a Platinum-level sponsor of the CSBC's annual symposium "Many Partners, One Goal," to be held in Whistler, BC, from October 1-3. Additionally, Mustang Survival will support CSBC initiatives with its high-quality product line.

"Partnering with the Canadian Safe Boating Council is a natural fit for us. Our purpose is protecting life on the water, which perfectly aligns with the CSBC's mission" says Kenny Ballard, President of Mustang Survival. "Our staff is anticipating attending the upcoming symposium in Whistler and welcoming guests to our Waterlife Studio following the symposium when we'll showcase our innovations. We're thrilled to collaborate with the CSBC and look forward to making a significant impact together."

"Mustang Survival has been a long-term and highly valued CSBC member and supporter" says Mike Dean, CSBC Chair. "Now as a presenting sponsor, we are excited about the significant resources and opportunities they bring to the table. We are honoured that Mustang Survival has placed its trust in us. Their belief in our mission and vision means a great deal."

The "Many Partners, One Goal" symposium program will feature renowned hypothermia expert Dr. Gordon Giesbrecht, who will also conduct two in-person Cold Water Immersion workshops in Victoria and Vancouver before the symposium. These workshops are open to all interested parties, with details on registration available on the CSBC website. <https://csbc.ca/en/events/cold-water-workshop>

Mustang Survival will host an Open House for Cold Water workshop participants and all symposium delegates at their Burnaby, BC HQ and the Waterlife Studio and Innovation Centre on the morning of Friday, October 4th. Pre-registration is required, and details are posted on the CSBC website: <https://csbc.ca/en/events/annual-symposium/symposium-details>

This event will offer attendees a unique opportunity to view the factory floor in full operation. Technical engineers will be available to demonstrate testing procedures of flotation and dry suits in the pool and lab. Watch the *Behind the Seahorse* video for an insider look at the innovative processes that make Mustang Survival unique: https://youtu.be/wTlppXSaOZI?si=B_aEzeN04FfwNS0n

The CSBC welcomes Mustang Survival's support of the 2024 Symposium and other programs and looks forward to working together to help Canadians stay safe on the water.

For more information, please contact:

Sieneke Toering, Mustang Survival
PR & Communications
Phone: 604-354-1161
Email: stoering@mustangsurvival.com

John McMullen, Canadian Safe Boating Council
Executive Support Officer
Phone: 647-618-1636
Email: john.mcmullen@teksavvy.com

About Canadian Safe Boating Council

The Canadian Safe Boating Council (CSBC) is an alliance of members from both public and private sectors committed to preventing boating incidents and drownings. Its mission is to promote safe and responsible boating throughout Canada.

www.csbc.ca

About Mustang Survival

Pioneer in the design and manufacture of lifesaving solutions since 1967. Mustang Survival is committed to the protection and enhancement of those who push themselves to extremes, whether for work, duty, or to escape the daily grind.

www.mustangsurvival.com