



MEDIA RELEASE
21st, October, 2009

SOS MARINE 'TICKLED PINK' TO SUPPORT CANCER COUNCIL'S PINK RIBBON DAY

With the summer boating season fast approaching, SOS Marine is 'tickled pink' to support Cancer Council's Pink Ribbon Day with the sale of a new **PINK** adult life jacket.

The adult's PINK inflatable life jacket on sale from the 26th October will retail for \$220.00 (including GST) with \$50.00 of the proceeds to be donated to Cancer Council.

"SOS Marine is proud to support the fight against breast cancer, a disease that affects so many women and their loved ones".

"Through the sale of the PINK inflatable life jackets, we hope to raise donations for Cancer Council's research and support services for woman affected by breast cancer," added Helen

The adult PINK Life Jacket complies with the AS.1512, Australian maritime safety standards for personal flotation devices. The inflatable lifejacket is comfortable and easy to wear, remains compactly packed until activated and buoyancy is required. A gas cylinder inflates the bladder, packed behind a protective outer cover in **Hot Pink**, horse-shoe style.

"Wearing a life jacket is essential for a day's boating, and by purchasing the adult **PINK** life jacket you can stay safe while helping a great cause," said Helen Mansour.

SOS Marine is an Australian owned company recognised as a world leader in design and manufacture of specialised marine safety and protective equipment. Established for over 20 years, SOS Marine supplies life jackets and protective equipment to Navies, Police forces and Defence forces around the world.

To purchase a Pink Ribbon Life Jacket visit www.sosmarine.com or email pink@sosmarine.com.au to place your order.

To find out more about Pink Ribbon Day call 1300 65 65 85 or visit pinkribbonday.com.au

Media Contact:

Helen Mansour
Marketing Manager,
SOS Marine

Phone: 02 9700 0233
Email: helen@sosmarine.com.au
www.sosmarine.com.

23a Rochester Street
Botany NSW 2019