



Connor Gage

Hi.

We are Brett and Dana Gage. Connor is our son. And our life is now about buoyancy. The LV Project was founded to honor Connor's life, and helps people LiVe and LoVe buoyantly, on lakes and in life. We want to make a difference. And we want to help you make a difference. **Life vests on lakes should be like seat belts in cars. A must.**



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**LIVE.  
LOVE.  
LIFEVEST.**

**PROUD  
PARTNER**

# FIVE HOURS. ONE FRIDAY.

## THIS IS CONNOR'S STORY.

8.31.12

5:30



Connor gets a lift from his big brother to meet up with some friends. He blows his mom a kiss as they leave the driveway.

6:30



Connor is riding out to the lake with friends to celebrate a fun birthday weekend. They arrive at the lake house.

7:30



The sun is setting, but they really want to jump in. They ask. The parents say yes. Connor texts, "jumping in, brb".

8:30



Connor has flipped from a high boat dock. He lands badly. He has been under water for 10+ minutes. No life vest.

9:30



After 40+ minutes under water, Connor is pulled from the lake by a dive team. They are working to resuscitate him.

10:30

Connor is gone.  
Our family is gone.  
Connor had just turned 15.



# FIVE THINGS. TO DO.

## AT THE LAKE.

ALWAYS

1

### USE LIFE VESTS.

Period. End of story. No exceptions. You can't see through lake water. And people sink in lake water. Make life vests a hard and fast rule. And don't waver.

2

### KNOW YOUR CROWD.

Can they swim well? How old are they? The risk of drowning in natural water increases substantially at 15 years old, especially with guys.

3

### KNOW THE CONDITIONS.

Don't assume water equals fun. Water is dangerous. How deep is it and what's under the surface? Deep water means longer recoveries.

4

### CLOSELY SUPERVISE.

Drowning usually happens quickly and quietly. It's not the splish splash stuff you see in the movies. Don't take your eyes off your swimmers.

5

### HAVE A PLAN.

Have an emergency plan in place. If, God forbid, something goes wrong, you'll need it. Every second counts when someone is under water.

+

### REMEMBER, DROWNING...

... is never intentional. But it's usually preventable. Imagine the what-if. Think. Be safe.