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YMCA OF SOUTH FLORIDA BEACH BALL RECOGNIZES COMMUNITY PARTNERS AND RAISES FUNDS FOR WATER SAFETY & DROWNING PREVENTION

SOUTH FLORIDA (September 25, 2017) – On Saturday, September 23, the YMCA of South Florida Beach Ball brought together hundreds of the region’s top business and community leaders, raising more than \$75,000 in support of water safety and drowning prevention.

“Drowning Prevention is a critical initiative for the YMCA in South Florida,” said Sheryl Woods, President & CEO of the YMCA of South Florida. “We teach more than 30,000 youth and adults to swim each year because South Florida leads the nation in drowning deaths. The Beach Ball allows us to shine a spotlight on the problem, but also on the people who are providing solutions. The Community Partners we honored are all doing their part to make kids and families safer around water.”

The YMCA recognized the following partners for their commitment to drowning prevention:

- Water Watcher Award – Children’s Services Council, Broward County Department of Health, Broward County Parks & Recreation, SWIM Central – for collaborative work in making water safety a priority
- Lifesaver Award – Florida Blue, which awarded more than \$310,000 in funding for water safety instruction and drowning prevention throughout the state of Florida
- Lifeguard Award – Susie Vega of Miami, who turned a one-time fundraising dinner into the Swim for Jenny Foundation which has provided more than 5,000 free swim lessons for kids

This year’s Beach Ball was held at Margaritaville Hollywood Beach Resort in Hollywood and featured awards and recognition, music and entertainment by Heatwave, a Wine Wall fundraiser and a live auction.

Proceeds raised from the event will be directed toward financial assistance for free swim lessons for children and adults who cannot afford it. Annually, the YMCA teaches more than 30,000 people to swim and provides more than 3,000 free swim lessons.

To learn more about the YMCA of South Florida or our drowning prevention initiative, please visit www.ymcasouthflorida.org or call 954.334.9622.

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About the YMCA of South Florida

The Y is a leading nonprofit committed to strengthening communities through youth development, healthy living and social responsibility. Every day, the Y works hard to build healthy, confident, connected and secure children, adults, families and communities through over 200 afterschool, preschool, special needs, sports, camp and youth programs, family centers, and senior health outreach sites. To learn more, visit www.ymcaofsouthflorida.org, connect on Facebook or Twitter, or call a Y near you.