MEDIA ALERT/PHOTO OPPORTUNITY

YMCA of South Florida and South Palm Beach County
Announce Swim Safety Grants Across Florida
Free Swim Lessons and Drown Prevention Programs Create New Wave of Impact

WHAT: The YMCA of South Florida and the YMCA of South Palm Beach County have joined with Florida Blue to recognize the thousands of lives saved and make a special announcement that will create a “new wave of impact” on water safety and drowning prevention across South Florida.

This News Conference kicks off Water Safety Awareness Weekend in South Florida, full of activities in support of drowning prevention and water safety education. This media event will include swim lesson demonstrations, testimonials and a major announcement by Florida Blue.

PHOTO VISUALS/INTERVIEW OPPORTUNITIES:
- Swim Lesson Demonstrations
- Summer Camp kids in Splash Pool with play area and slides
- Swim Team kids
- Testimonials/Interviews Available
  - Parent with child who survived
  - Teen Lifeguard who has saved multiple lives
  - Swim Camp Kids/Swim Lesson Kids and Parents
  - Doug Bartel, Florida Blue Senior Director of External Affairs
  - Sheryl Woods, CEO, YMCA of South Florida
  - Jason Hagensick, CEO, YMCA of South Palm Beach County
  - Florida Department of Health Representative
- YMCA Mobile Aquatics Van
- Community leaders and elected officials

WHEN: Thursday, July 27, 2017, 10 am

WHERE: Weston YMCA Family Center
20201 Saddle Club Road, Weston, FL 33327 | 954 424 9622

WHY: Fatal drowning is the second-leading cause of unintentional injury-related death for children ages 1 to 14 years old. Broward and Miami-Dade counties lead the nation in drowning deaths among small children. Since 2010, more than 100 children have died in Broward, Miami-Dade and Palm Beach counties due to drowning.

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