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MEDIA ALERT/PHOTO OPPORTUNITY

YMCAs 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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