



South Florida and South Palm Beach YMCAs Join Florida Blue in Making Special Announcement

7/24/17



WHAT: The YMCA of South Florida and the YMCA of South Palm Beach County has 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 in South Florida.

The Press Conference is part of a Water Safety Awareness Weekend full of activities in support of drowning prevention and water safety education. It 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
- Penny Shaffer, Florida Blue Market President
- 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.