



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

**FOR IMMEDIATE RELEASE**

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## **YMCA OF SOUTH FLORIDA HOSTS YEARLY BEACH BALL FUNDRAISER TO PREVENT YOUTH DROWNINGS**

*Florida leads the nation in drownings of children under 4 years of age.*

[South Florida, September 2018] – The YMCA of South Florida will be hosting its yearly Beach Ball Fundraiser on Saturday, September 29, 2018 at the InterContinental Miami Hotel located in 100 Chopin Plaza Miami, FL 33131. This year’s event is titled “Light Up the Night”, and it will feature a Live Auction to raise funds to provide swim lessons and water safety instruction to youth in South Florida communities, especially those who are underserved.

Florida leads the nation in drownings of children under 4 years old. Last year, 108 drownings were reported in Broward and Miami Dade County, making this a social issue the YMCA has committed to address by providing drowning prevention education to eradicate this problem. YMCA of South Florida President & CEO, Sheryl Woods, shared: “formal swim lessons can reduce up to 88% of drownings in South Florida. The YMCA is asking for the support of the community to help us on reach this goal. This fundraiser will fund drowning prevention programs throughtout South Florida providing services to over 30,000 youth yearly.”

This year’s Beach Ball Fundraiser will be attended by hundred of the region’s top business and community leaders. Proceeds raised from the event will provide financial assistance for free swim lessons for children and adults who cannot afford it.

To learn more about YMCA of South Florida or our drowning prevention initiative, please visit [www.ymcasouthflorida.org](http://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.ymcasouthflorida.org](http://www.ymcasouthflorida.org), connect on Facebook or Twitter, or call a Y near you.