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MEDIA ALERT

YMCA of Central Florida Kicks-Off Pool Season with Safe Start

Water Safety Program that Teaches Kids Life-Savings Techniques Celebrates 10th Anniversary in Central Florida

WHAT: Thousands of children, teens and adults – many of whom would not have access to a pool without the YMCA of Central Florida – enjoy summer aquatics activities at local Family Centers. The Y will celebrate the official opening of pool season by paying special recognition to Safe Start its innovative prevention program that aims to reduce child drowning, which is celebrating its 10th Anniversary in Central Florida this year.

Safe Start teaches survival swimming techniques to children from six months to six years old, and provides children with a foundation to safely enjoy Florida's abundant access to water, which includes swimming pools, retention ponds, freshwater lakes, rivers and springs, and the ocean. Certified instructors provide one-on-one lessons to children over the course of six weeks to prepare them for the unexpected in any aquatic situation. Parents are also are taught important water safety precautions to help reduce their family's risk for accidental drowning.

The Y will recount the successes of its Safe Start program, which is offered in partnership with Infant Swimming Resource and Dr. Phillips Charities, as well as provide an overview of exciting aquatics events and programs for the Central Florida pool season.

WHEN: Thursday, April 19, 2012
3:00 p.m. Safe Start lesson demonstration and interview opportunities for media.
3:30 p.m. Press conference to announce beginning of pool season in Central Florida with YMCA of Central Florida and Dr. Phillips Charities.

WHERE: YMCA Aquatics Center
8422 International Drive
Orlando, Fla. 32819

WHO: Media will have the opportunity to interview Safe Start instructors and parents of Safe Start alumnae. YMCA of Central Florida and Dr. Phillips Charities will also be available for interviews.

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