



# MEDIA RELEASE

## THE CITY OF WESTON

DATE: June 29, 2010

CONTACT: Denise Barrett, Director of Communications, 954-385-2002

### **SPLASH Day!**

#### **Friday, July 16, 2010 10am-1pm / Ages 3-5**

Broward County has the highest number of drowning deaths in the United States...

SPLASH Day! A free water safety day is offered to help reverse the incidents of childhood drowning in our community. SPLASH Day is a part of a year-long, national "Pool Safely" campaign by the U.S. Consumer Product Safety Commission, who partnered with the Red Cross, the YMCA, the Home Safety Council and pool builders for a unified effort to promote spa and pool safety.

The Sheinberg Family YMCA of Weston is going all out in promoting drowning awareness which is the leading cause of death in children ages 1 – 4 in Florida.

**SPLASH Day is a free, hands-on educational awareness event for children ages 3-5 years old, and their parents and will take place from 10am-1pm on Friday, July 16, 2010 at the Sheinberg Family YMCA of Weston's Aquatics Center.** Children will experience safety stations all relating to swim safety, including: Sun Safety, Personal Safety, Rescue & Safety, Boating Safety, BSO Officers & Fire Trucks and First Aid and CPR Demonstrations for parents. Participants will also be provided with lunch.

This free event does not require YMCA membership. It targets children in the Western Broward County area who may have limited or no access to swimming lessons, as well as any child who is in need of water safety instruction.

**REGISTER NOW!** Parents can go online or call to register through July 12<sup>th</sup>. Participation is limited to the first 175 registrants. **Online:** [www.ymcabroward.org](http://www.ymcabroward.org) (click on Special Events); **or call 954-424-9622.** The Sheinberg Family YMCA is located at 20201 Saddle Club Road, Weston.

Both the City of Weston and the Broward Sheriff's Office support the YMCA's *SPLASH Day* and have proclaimed July 16, 2010 as *Drowning Prevention Day* in the City of Weston. City leaders encourage parents and the community to participate in this instructional initiative and to help further awareness of water safety and drowning prevention education.

*On the day that the national "Pool Safely" campaign was launched, the American Academy of Pediatrics relaxed its stance on when children can start swimming lessons. The academy now says children can start to learn to swim as young as 1 year old.*

Use of Weston City Seal without authorization: Florida Statute (F.S.)165.043 Official county or municipal seal. --The governing body of a county or municipality may, by ordinance, designate an official county or municipal seal. The manufacture, use, display, or other employment of any facsimile or reproduction of the county or municipal seal, except by county or municipal officials or employees in the performance of their official duties, without the express approval of the governing body, is a second degree misdemeanor, punishable as provided in F.S. 775.082 or F.S. 775.083.

**The City of Weston** ■ 954-385-2000 ■ facsimile 954-385-2010  
*The Nation's Premiere Municipal Corporation<sup>sm</sup>*