

# NATIONAL Water Safety MONTH

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## **FOR IMMEDIATE RELEASE**

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### **MAY IS NATIONAL WATER SAFETY MONTH Aquatic Leaders Unite to Promote the Safe Enjoyment of Water**

**(ALEXANDRIA, VA)** — A coalition of water safety partners, including the American Red Cross, the Association of Pool & Spa Professionals, the National Recreation and Park Association, the World Waterpark Association and several other water safety groups, will work together to promote May as National Water Safety Month. National Water Safety Month is a campaign held during the month of May that raises awareness about water safety and highlights the importance of public education regarding safer practices for kids and adults around the water.

During May, the event will be celebrated by these organizations and thousands of aquatics facilities and professionals through educational programs, public service announcements, governmental proclamations, dealer and aquatics business promotions and the distribution of water safety themed materials, aimed primarily at the public and designed to help prevent water-related fatalities, illness and injuries.

“National Water Safety Month helps bring many voices together at the start of the busy summer swim season,” said Connie Harvey, Director of the Aquatics Centennial Initiative for the American Red Cross. “This helps amplify the messages of the importance of knowing good strategies for water safety, ensuring that everyone in the family learns how to swim and that parents and caregivers have the knowledge and skills to handle emergencies around the water, including how to perform CPR.”

National Water Safety Month partners will host water safety events. These events include:

### **International Water Safety Day – May 15, 2018**

**International Water Safety Day** is designed to help spread global awareness of the ongoing drowning pandemic, and educate the youth in becoming safer in and around water – mostly in a dryland setting. Around the globe, on this single day, in school classrooms, hospitals, fitness centers, coastal hotels, police, fire and EMS agencies as well as aquatic facilities, youth and adults will learn water safety actions that can save their lives. [Register to host an event and access resources here.](#)

### **World’s Largest Swimming Lesson – June 21, 2018**

**The World’s Largest Swimming Lesson™ (WLSL)**, created by the World Waterpark Association in 2010, is a global public relations event supported by aquatic facilities, waterparks, pools, swim schools, YMCA's, among others. The WLSL event serves as a platform to help the global aquatics industry work together to build awareness about the fundamental importance of teaching children to swim to prevent drowning. [Learn more about WLSL and register here.](#)

“We’re proud to celebrate May as National Water Safety Month, said APSP President & CEO Lawrence Caniglia.” “Spreading the message of the safe enjoyment of water benefits everyone. APSP is committed to working towards a safer pool and hot tub industry and looks forward to working with our partners to reinforce the importance of water safety.”

“Millions of people will spend the next several months in or near water. Whether at a local pool, waterpark, lake or beach, it’s critical not to forget the importance of water safety,” said Barbara Tulipane, CAE, NRPA president and CEO. “NRPA is proud to reinforce this message through the promotion of National Water Safety Month at park and recreation centers across the country.”

“As families come together to enjoy waterparks this summer, our members are focused on promoting safer water practices,” said Rick Root, World Waterpark Association (WWA) President. “Participating in National Water Safety Month is a wonderful opportunity to educate the public about the importance of learning to swim and providing undistracted parental supervision while children are in the water.”

Detailed information about National Water Safety Month, for both consumers and businesses, can be found at [www.nationalwatersafetymonth.org](http://www.nationalwatersafetymonth.org).

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### **About National Water Safety Month**

National Water Safety Month is a joint effort of the [American Red Cross](#), [The Association of Pool & Spa Professionals](#), the [National Recreation and Park Association](#) and the [World Waterpark Association](#). The event is celebrated by these organizations, participants, sponsors and thousands of aquatics facilities and professionals through educational programs, public service announcements, governmental proclamations, dealer and aquatics business promotions, and the distribution of water-safety-themed materials, aimed primarily at the public, and designed to help prevent drowning and water-related illness and injuries. For more information, visit [National Water Safety Month](#).

Connect with National Water Safety Month, #WaterSafetyMonth, on [Twitter](#) and [Facebook](#).