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National Water Safety Month Kicks off May 1, 2015

Aquatics industry leaders aim to inspire safer water practices to prevent drowning and water related injuries this summer

(ALEXANDRIA, VA) — With the summer swimming season nearly here, four leading aquatics and related industry organizations are kicking off a month-long campaign to encourage safer water practices. This May, National Water Safety Month (NWSM) will be celebrated for the seventh year. In 2014, the awareness campaign received Governor’s Proclamations in all 50 states recognizing the vital importance of public education regarding safer practices for kids and adults in and around the water.

The National Water Safety Month campaign 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 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 drowning and water-related illness and injuries.

“Understanding the risks associated with being in and around the water and the steps parents and children should take—from learning to swim to learning CPR to knowing the five steps of water competency—is crucial. National Water Safety Month helps communicate this important message,” Nichole Steffens, said Aquatic Product Manager, American Red Cross.

“The safe use of pools, spas and other recreational water facilities is a priority for everyone, from companies that build and service pools, to facility management, to parents and individuals who enjoy the benefits of aquatic activities,” said APSP President and CEO Rich Gottwald. “The combined efforts of the four partner organizations, along with assistance from other participants and sponsors, serve to focus attention on the importance of water safety now and well beyond National Water Safety Month.”

“We are pleased to partner on National Water Safety Month so that more people can become familiar with safe swimming practices,” said Barbara Tulipane, president and CEO of the National Recreation and Park Association. “Public park and recreation

departments that provide aquatic opportunities strive to promote and encourage safe swimming practices. These public facilities exist all across the country and can reach a wide audience with the important messages of water safety.”

“We’re excited to help champion this effort. The World Waterpark Association (WWA) and our members consider it a priority to educate the consumer on how to be safer in and around the water,” said Rick Root, WWA President. “Through this partnership, National Water Safety Month has the capability to reach the majority of families enjoying water-related activities in the U.S. with this crucial information.”

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

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