

Photo and Interview Opportunities

ATTENTION: Assignment / Lifestyles editors

For Immediate Release

Lifesaving Society Expands Swim To Survive+™ Program In Response To Teenage Brain Research *New Poll Confirms that Canadian Parents Have Cause for Concern*

Toronto, ON – A growing body of research on the teen brain suggests that there are physiological reasons that teens participate in risky behaviour. A recent poll also indicates that while 97 percent of Canadian parents of teens are confident in their teens' ability to stay safe around water, 47 percent of their teens have either never taken swimming lessons or took swimming lessons more than five years ago. The Lifesaving Society is paying special attention to this area of study as it expands the Swim To Survive+™ program with additional funding from two new sponsors.

What: Children demonstrating *Swim to Survive+™* skills.
Photo opportunity with children WEARING CLOTHES in a community pool while instructors teach them survival skills.

Who: One-on-one interviews available with:
Barbara Byers, Public Education Director for the Lifesaving Society

Child Psychiatrist, Dr. Jean Clinton, an Associate Clinical Professor, Department of Psychiatry and Behavioural Neuroscience at McMaster University, division of Child Psychiatry

When: Monday, June 24, 2013
Announcement by Barbara Byers at 10:00 a.m.
Interviews available between 10:20 a.m. and 11:30 a.m.
****Children will be in the pool between 10:00 a.m. and 12:00 noon**

Where: Regent Park Aquatic Centre
640 Dundas St. E. (east of Parliament St.)
Public parking is available on the street or in the lot located at Dundas and Sackville

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To arrange interviews, confirm your attendance, or for further information, please contact:
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