



LIFESAVING SOCIETY

The Lifeguarding Experts

SWIM TO SURVIVE – QUICK FACTS

- Almost 500 drownings occur each year in Canada. Most are preventable. Drowning is the second leading cause of death for children under the age of 10.
- The Swim to Survive program was launched in June 2005 and is celebrating its 10th anniversary.
- The program teaches three essential skills needed to survive an unexpected fall into deep water: roll into deep water, tread water for one minute, and swim 50 metres.
- Approximately 3,000 grade 3 students from across York region participated in the pilot program, funded by the York Regional government in the fall of 2005.
- The development of the program was made possible by a grant from the Stephanie Gaetz Keepsafe Foundation.
- In 2006, the Ontario Ministry of Education gave \$935,700 to the Lifesaving Society to fund a province-wide school grant program, and has supported the program each year since. Today, the Swim to Survive program also receives support from many government and community partners.
- This funding has enabled almost 670,000 children from 50 school boards, across 93 municipalities in Ontario to participate in Swim to Survive.
- Swim to Survive is offered as a school-based program, and is also offered during recreational swims, camp swims, as a deep end test, and during birthday parties.
- Since its launch in Ontario in 2005, the Swim to Survive is available in all provinces across Canada.
- Swim to Survive is not meant as a replacement for standard swimming lessons but as an important first step to being safe around water. It could make the difference between life and death when immersion in water is sudden and unexpected.

-30-

About the Lifesaving Society

The Lifesaving Society is a full-service provider of programs, products and services designed to prevent drowning. We save lives and prevent water-related injury through our training programs, Water Smart[®] public education, drowning prevention research, aquatic safety management and lifesaving sport. Each year, more than 1,000,000 Canadians participate in the Society's swimming, lifesaving, lifeguarding and leadership programs. For more information, please visit www.lifesavingsociety.com.

For more information, please contact:

Stephanie Kovacs
Praxis PR
905-949-8255 ext. 244
905-929-7557 (cell)
stephanie@praxispr.ca

Nichola Rochon
Praxis PR
905-949-8255 ext. 227
416-460-3159 (cell)
nichola@praxispr.ca

Barbara Byers
The Lifesaving Society
416-490-8844
416-727-5636 (cell)
barbarab@lifeguarding.com