



# LIFESAVING SOCIETY

*The Lifeguarding Experts*

DATE: May 5, 2017

TO: Water Smart Partners

FROM: Barbara Byers, Public Education Director

RE: **2017 Water Smart® Contest**

We need your help with the 2017 Water Smart® Contest. The purpose of the Contest is to spread the Society’s Water Smart messages which in turn will help save lives.

The Water Smart Contest is easy to do, you can implement it during *Drowning Prevention Week* (July 16<sup>th</sup> – 22<sup>nd</sup>), or offer it during a day camp, or have a special Water Smart® Contest day. It’s flexible, and can be implemented in any way – whatever works best for your facility.

It’s easy and doesn’t require a lot of planning. You can give it to your summer staff as a fun summer project! A Water Smart® Contest Action Steps sheet is enclosed to assist the organizer in this task.

***New for this year!!*** There are **3 age categories** for this contest with different tasks and prizes. Below is a list of the age groups, tasks and prizes.

Age Group	Contest Task	Prizes
7 & under	<b><i>Colouring Sheet</i></b>	<b>Facility Awarded Prize:</b> Swim to Survive T-shirt (included in Contest Kit)
8 – 12	<b><i>Draw a Water Smart® Super Hero</i></b> Some criteria for the contest will include: <ul style="list-style-type: none"> <li>a) The name of the super hero</li> <li>b) Slogan or motto or message</li> <li>c) Super power</li> </ul>	<b>Facility Awarded Prize:</b> Swim to Survive T-shirt or Lifesaving Society Ball Cap (included in Contest Kit)  <b>Provincially Awarded Prizes:</b> <b>1st Place</b> – \$100 Lifesaving Society Prize Pack <b>2<sup>nd</sup> &amp; 3<sup>rd</sup> Place</b> – \$35 Lifesaving Society Prize Pack
13 – 17	<b><i>Create a Water Smart® Game</i></b> Some criteria for the contest will include: <ul style="list-style-type: none"> <li>a) Game must include at least one Water Smart® message</li> </ul>	<b>Facility Awarded Prize:</b> Swim to Survive T-shirt or Lifesaving Society Ball Cap (included in Contest Kit)  <b>Provincially Awarded Prizes:</b> <b>1st Place</b> – \$100 Visa Gift Card <b>2<sup>nd</sup> &amp; 3<sup>rd</sup> Place</b> – \$50 Visa Gift Card

Please see the official Rules & Regulations for more information regarding the Water Smart Contest.

We encourage you to use the Water Smart® Contest as part of your Water Smart® Affiliate Award submission.

If you are interested in participating all you need to do is complete the attached registration form before **July 28, 2017** and you will receive a free contest kit which includes everything you need to run a successful contest.

Affiliate members that order a 2017 Water Smart® Contest Kit and do not return a winning entry to the Lifesaving Society will be required to return the unused contest kit or will be **charged \$25.00 per age group**.

If you have any questions please contact Daksha Moti at 416-490-8844 or [daksham@lifeguarding.com](mailto:daksham@lifeguarding.com).

Thank you for your support of our Water Smart® campaign!

Have a fun and Water Smart summer!