



# LIFESAVING SOCIETY

*The Lifeguarding Experts*

DATE: July 14, 2023  
TO: Water Smart Partners  
FROM: Lisa Hanson Ouellette, Senior Research Officer  
RE: **2023 Water Smart® Contest**

We want to provide you with the elements to conduct the Water Smart contest this year from your facility or through your website.

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, have a special Water Smart® Contest day or promote it online. 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.

This year there are **3 categories** for this contest with different tasks and prizes. Below is a list of the categories, tasks and prizes.

Age Group	Contest Task	Prizes
7 & under	<b><i>Colouring Sheet</i></b>	<b>Facility Awarded Prize</b> Included in registration package
Any	<b><i>Instagram Photo Contest – Show us your skills!</i></b> Some criteria for the contest will include: <ul style="list-style-type: none"><li>• Follow @lifesavingsocietyon</li><li>• Snap a photo of your family doing something Water Smart and head to Instagram to tag @lifesavingsocietyon add #WaterSmartContest23 to enter</li></ul>	<b>Provincially Awarded Prize:</b> <b>1st Place – \$100 Lifesaving Society Prize Pack</b>
Affiliate	<b><i>Run Swim to Survive at your pool</i></b> Criteria include: <ul style="list-style-type: none"><li>• Submit Swim to Survive worksheets for your pool(s)</li><li>• Include photos (with permissions) for your program</li></ul>	<b>Provincially Awarded Prize:</b> <b>\$100 to celebrate your staff (random draw)</b>

Please see the official Rules & Regulations for more information regarding the Water Smart Contest. Ensure you register for the contest in order to receive prizes and resources, see attached registration form and email completed for to [watersmart@lifeguarding.com](mailto:watersmart@lifeguarding.com). For more information on the contest read the Water Smart Contest Action Steps which includes all contest rules and regulations.

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

If you have any questions please contact us at [watersmart@lifeguarding.com](mailto:watersmart@lifeguarding.com).

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

Have a fun and Water Smart summer!



## **2023 Water Smart Poster Rules & Regulations**

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By submitting an entry into the contest, you are guaranteeing that you have read and agree to the Rules and Regulations of the contest and you grant the Lifesaving Society, Ontario Branch the right to contact you/the entrant regarding the entry, publicize the entry, promote the entry for any other purpose related to the Contest and/or broadcast of the entry.

Affiliates may only submit one entry per category and each entry must provide the following information:

- Entrants name, age, email address, mailing address and phone number
- and facility name and contact information.

Affiliates may send winning entries and a copy of the entry to [watersmart@lifeguarding.com](mailto:watersmart@lifeguarding.com) with the subject line **2023 Water Smart Contest** or mail to:

Attn: Lori Groves - The Lifesaving Society  
400 Consumers Road,  
Toronto ON, M2J 1P8

### **Deadline**

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**August 9, 2023** and all finalists will be announced by March 31, 2024. Proof of age of entrant(s) and verification of identity may also be required.

### **Submissions**

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It is only one entry per participant and must:

- be the original creation of the entrant(s)
- not be defamatory, libelous, obscene, lewd, offensive, pornographic, sexually explicit, disparaging or otherwise illegal, objectionable or inappropriate
- not violate or infringe any copyright, trademark, privacy or publicity right or other proprietary or intellectual property right of any person or entity
- not contain any copyrighted material not in the public domain or for which you have not obtained the rights to use;
- not contain any artwork for which you have not obtained the rights to use;

All entries must be appropriate for all audiences. Entries referencing sex, drugs, or violence will not be accepted as entries. Any entry that includes content that is deemed inappropriate, indecent, obscene, as determined by the Lifesaving Society in its sole discretion, will not be eligible.

## Rights and stuff

By submitting an entry, each entrant agrees and hereby irrevocably and perpetually grants and assigns to the Lifesaving Society, Ontario Branch complete ownership and marketing rights to the content, along with the right to use entrant's name, likeness, image and biographical information in any manner and medium in connection with the Water Smart Contest and without any additional compensation. The Lifesaving Society may: (a) edit and/or format the content, (b) create derivative works from the content or any portion thereof, and (c) reproduce, publish, display and distribute any of the content or derivative works in any medium now or hereafter existing, including without limitation, posting on The Lifesaving Society's website or any other website or platform for purposes of the competition and for any general promotional purpose of The Lifesaving Society.

## Contest details

Age Group	Contest Task	Prize
Any	<p><b><i>Instagram Photo Contest – Show us your skills!</i></b></p> <ul style="list-style-type: none"> <li>• Follow @lifesavingon</li> <li>• Snap a photo of your family doing something Water Smart and head to Instagram to tag @lifesavingsocietyon add #WaterSmartContest23 to enter.</li> </ul> <p>Here are some ideas to get your started. Get a photo of your family:</p> <ul style="list-style-type: none"> <li>• Wearing lifejackets</li> <li>• Swimming with a buddy</li> <li>• Learning to swim</li> <li>• You and your swim badge or certificate</li> <li>• You with your swim instructor</li> <li>• Staying within arms' reach</li> <li>• Preparing your boat for a safe trip</li> </ul>	<p><b>Provincially Awarded Prize:</b>  <b>1st Place – \$100 Lifesaving Society Prize Pack</b></p>
Affiliate	<p><b><i>Run Swim to Survive at your pool</i></b></p> <ul style="list-style-type: none"> <li>• Submit Swim to Survive worksheets for your pool(s)</li> <li>• Include hi-res photos (with permissions) for your program</li> <li>• Each pool facility will be eligible to have 1 entry into the random draw</li> </ul>	<p><b>Provincially Awarded Prize:</b>  <b>1st Place - \$100 to celebrate your staff (random draw)</b></p>



## 2023 Water Smart® Contest Registration Form

**Yes, I would like to participate in the 2023 Water Smart® Contest!**

Affiliate Name:	
Facility Name:	Contact Name:
Telephone:	Email:
Ship To:	

I am registering for the following Water Smart Contests (check all that apply)

<input type="checkbox"/> <b>7 &amp; under Colouring Contest</b>	<input type="checkbox"/> <b>Affiliate – Swim to Survive</b>	<input type="checkbox"/> <b>All Ages – Photo Contest</b>
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I require the following to run the contest (pick and choose what you need or order the entire kit):

	<b>1 entire contest kit!</b> (2 of stickers, catchers, or bookmarks, please indicate below)	
	1 Poster each “Fire Alarm”, Buddy the Lifeguard, Swim to Survive and Within Arm’s Reach	
	1 package of 100 <b>Buddy Catchers</b>	<b>Pick 2 of Buddy Catchers, Buddy Stickers or Buddy Bookmarks</b>
	1 roll of 100 <b>Buddy Stickers</b>	
	1 package of 100 <b>Buddy Bookmarks</b>	
	<b>7 &amp; under Colouring Contest</b> 1 – Lifesaving Society included prize (Facility Awarded Prize)	

**AND**

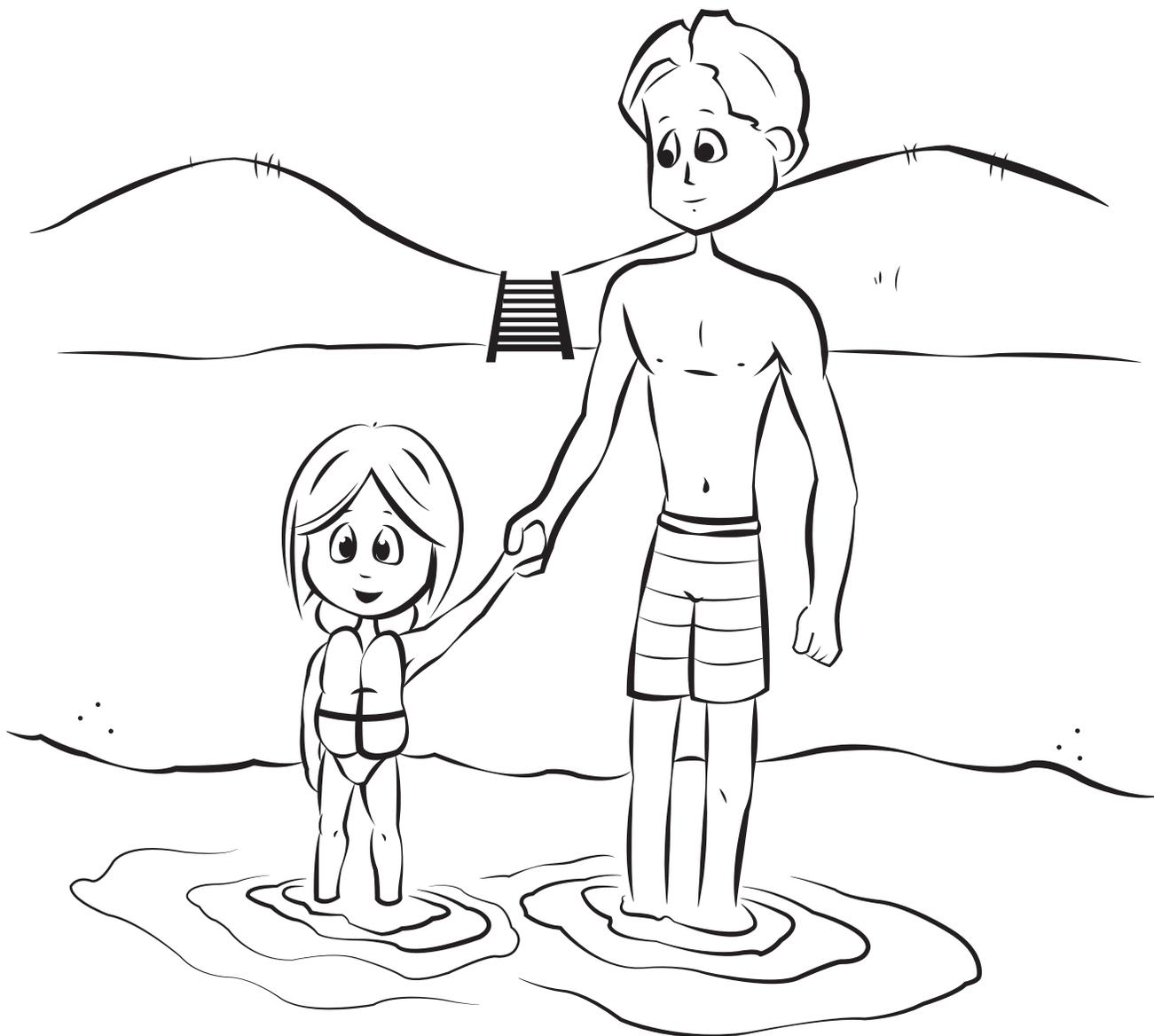
	Package(s) of <b>Buddy bookmarks</b> @ \$9.60 per package (100 bookmarks)
	Additional <b>Buddy stickers</b> @ \$9.60 per roll (100 stickers)
	Additional <b>Buddy Catchers</b> @ \$9.60 per package (100 sheets)

Send this form to Lifesaving Society by **July 7, 2023**: **FAX:** 416 490-8766; **Email** – [watersmart@lifeguarding.com](mailto:watersmart@lifeguarding.com)

**Please Note:** *Affiliate members that order a 2023 Water Smart® Contest Kit and do not return an entry to the Lifesaving Society will be required to return the unused contest kit or will be charged \$30.00 per age group.*

# Within Arms' Reach

Colour the picture



LIFESAVING SOCIETY

*The Lifeguarding Experts*

400 Consumers Road, Toronto, Ontario, M2J 1P8

E-mail: [experts@lifeguarding.com](mailto:experts@lifeguarding.com)

Web: [www.lifesavingsociety.com](http://www.lifesavingsociety.com)