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Contact: Christina Saull
(202) 518-6480
Christina.Saull@widmeyer.com

****MEDIA ADVISORY****

Pool Safely's First Splash 2012! CPSC to Release 2012 Submersion and Entrapment Reports

Campaign Calls Attention to Higher Drowning Risk for African American and Hispanic Communities and Children Under Five

FORT LAUDERDALE, FL – U.S. Consumer Product Safety Commission (CPSC) is kicking off the third year of its national pool and spa public safety campaign, *Pool Safely: Simple Steps Save Lives*.

A press conference on **Thursday, May 24th at 10:30 a.m. ET** will mark this year's "First Splash" and release CPSC's annual submersion and entrapment reports. The event will be held on at the **Fort Lauderdale Aquatic Complex**, home of the International Swimming Hall of Fame.

The *Pool Safely* campaign (www.PoolSafely.gov) is a national public education effort to reduce child drowning, near-drownings and entrapments in swimming pools and spas. The campaign focuses on drowning incidents involving children in pools and spas. This year, *Pool Safely* will add focus to the importance of outreach and education to African American and Hispanic communities. Data from USA Swimming indicates that 70 percent of African American and 62 percent of Hispanic children cannot swim. Statistics from the Centers for Disease Control and Prevention show that African American children between the ages of 5 and 14 are three times more likely to drown than white children of the same age range.

CPSC Chairman **Inez Tenenbaum** will be joined by **Wanda Butts**, an African-American mother whose 16-year-old son Josh drowned in 2006 because he could not swim. Ms. Butts founded the non-profit Josh Project to teach minority children to swim.

Kim Burgess, executive director of the National Drowning Prevention Alliance, and **Kim O'Shea**, program manager for USA Swimming's "Make a Splash," will be on hand to discuss their organizations' commitment to drowning preventions and provide swimming lessons for minority children.

WHAT: CPSC's 2012 First Splash for the *Pool Safely* campaign and the release of CPSC's annual drowning and entrapment reports

WHO: **Inez Tenenbaum**, CPSC Chairman
Wanda Butts, Founder of the Josh Project
Kim Burgess, Drowning Prevention Coordinator, Broward County Health Department and Executive Director, National Drowning Prevention Alliance



WHERE: **Kim O'Shea**, Program Manager, USA Swimming's "Make a Splash"
Fort Lauderdale Aquatic Complex
501 Seabreeze Boulevard
Fort Lauderdale, Florida

WHEN: **Thursday, May 24, 2012 at 10:30 a.m. ET**

For more information on the event or to coordinate interviews, please contact Christina Saull at (202) 518-6480 or Christina.Saull@widmeyer.com.

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