

FOR IMMEDIATE RELEASE
March 8, 2010

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YMCA SPLASH WEEK 2010: FREE WATER SAFETY INSTRUCTION FOR KIDS

(Naples, FL, March 8, 2010) – Registration is underway for YMCA Splash Week, a FREE water safety program for any preschool or school-aged child ages 3-12 in the community. YMCA Splash Week will be held the week of spring break in Collier and Lee Counties: March 29-April 2 (Collier County) and April 5-9 (Lee County). YMCA Splash Week consists of five 30-minute sessions each day of spring break week. Targeted at both children and parents, the sessions teach water safety practices and basic swimming skills along with YMCA core character values - caring, honesty, respect and responsibility. Sessions are offered throughout the day to accommodate parents' schedules: morning, afternoon, and evening sessions are available.

The goal of Splash Week is to teach children basic skills so they can be safe around water and at the same time provide public education to parents. The YMCA's Splash Week program is the kick-off event of a countywide water safety coalition including the following agencies: The Children's Hospital of Southwest Florida, Collier County Bureau of Emergency Services, Collier County Health Department, Collier County Parks & Recreation, Department of Children and Families, East Naples Fire Department, Lee County EMS, NCH Pediatrics, North Naples Fire Department, Physicians Regional Healthcare System, and Safe Kids Lee/Collier Counties.

Water safety has no one simple solution. Drowning prevention means creating layers of protection for children and adults. Consider these alarming statistics:

- According to the Florida Department of Health, residential swimming pools are the location of nearly two-thirds of the drowning deaths in Florida for the 0-4 age group.
- With the abundance of water and residential pools, the state of Florida ranks 3rd in the country in all drowning fatalities
- Statewide drowning is the leading cause of death for children under the age of 5.

The YMCA's goal is to have over 1,000 children participate in the 2010 Splash Week program. Advance registration is required and space is limited. Interested parents are encouraged to register today. Please visit www.ymcapalms.org for schedules and registration information.

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The YMCA is currently offering Splash Week at the following locations:

YMCA SPLASH WEEK IN COLLIER COUNTY: March 29-April 2

Greater Naples YMCA, 5450 YMCA Road, Naples, FL 34109, (239) 597-3148
Immokalee Sports Complex (in partnership with Collier County Parks & Recreation), 505 Escambia Street, Immokalee, FL 34142, (239) 657-1951

YMCA SPLASH WEEK IN LEE COUNTY: April 5-9

Bonita Springs YMCA, 27200 Kent Road, Bonita Springs, FL 34135, (239) 992-9622

The YMCA of the Palms is a non-profit organization dedicated to building strong kids, strong families and strong communities. YMCAs respond to critical social needs by drawing on their collective strength as one of America's largest not-for-profit community service organizations. Through a variety of programs and services focused on the holistic development of children and youth, family strengthening, and health and well-being for all, YMCAs unite men, women and children of all ages, faiths, backgrounds, abilities and income levels. At the YMCA of the Palms, no one is turned away because of an inability to pay. In 2009, the YMCA delivered more than \$2.2 million in free, subsidized or sponsored programs to more than 25,000 children, individuals, and families, ensuring the availability of the YMCA's programs and services to those most in need.

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