



**PRESS RELEASE — June 20, 2014**

**Communications: 972-624-3156**

## **Swimming lessons save lives!**

### *Aquatic Park joins World Record attempt*

THE COLONY, Texas — The Colony Aquatic Park made an international splash today as it joined facilities from 26 different countries participating in the World's Largest Swim Lesson. Almost 70 local kids and lifeguards joined the latest attempt to set a new World Record for the largest simultaneous swim lesson around the world.

It is estimated that 40,000 participants will be officially counted when the records are compiled next week for the Guinness accountants. The World's Largest Swim Lesson was created to help spread the word that *swimming lessons save lives*.

The swim lesson plan included elements for breath control, floating, basic strokes, simple rescues and water safety. At The Colony Aquatic Park, certified American Red Cross Water Safety instructors led each section of children as lifeguard staff members assisted participants from the Friendship Baptist Church Summer Camp.

Tragically, drowning remains the leading cause of accidental death for children ages 1-5, and the second-leading cause of accidental death for children under 14. Research shows participation in formal swimming lessons can reduce the risk of drowning by 88 percent among children age 1-4, yet many kids do not receive formal swimming or water safety training.

For information on the World Record attempt, visit [www.worldslargestswimminglesson.org](http://www.worldslargestswimminglesson.org). The next ARC Red Cross swim lessons start on Monday at The Colony Aquatic Park. For information, call the Park at 972-624-2225 or visit [www.playTC.com](http://www.playTC.com).

###