

July 15, 2021

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**LEARN HOW TO STAY SAFE ON THE WATER THIS SUMMER DURING NATIONAL DROWNING PREVENTION WEEK**

Lifeguards at Campbell River's Centennial Pool aim to teach more than 200 people about "swimming to survive" during National Drowning Prevention Week from July 18 to 24.

Activities at Campbell River's outdoor pool all week will help empower swimmers to keep themselves, their family, and their friends safe during water activities.

Please join us for:

- Two on-going contests throughout the week, including colouring contests and a daily water trivia challenge.
- Swim to Survive Day on Friday, July 23
  - Free admission all day at the pool
  - Lifeguards teach all swimmers three "swim to survive standards": roll into deep water, tread water for one minute, and swim 50 metres.
- An event at McIvor Lake on Thursday, July 22 from 2:30 to 4:30 p.m.

People can also tune in to Campbell River's Recreation and Culture social media channels for tips about how to stay safe in, on, and around the water.

*"It's a common misconception that drowning is a noticeable, loud, or visible event; but often, drowning is silent and fast,"* says Dayna Stevenson, head lifeguard at Campbell River's Centennial Pool. *"It can take as little as 30 seconds for someone to drown."*

*"Drowning prevention and water safety education are extremely important for our island community,"* adds Centennial Pool lifeguard Braden Majic. *"It has been over a year since most people have accessed swimming lessons or even been to a pool. National Drowning Prevention Week aims to teach and refresh our water safety knowledge, so that everyone can be safe this summer."*

National Drowning Prevention Week is an annual awareness event held by the National Lifesaving Society. Every year, more than 300 Canadians die in preventable, water-related incidents. These incidents are most common for children under the age of five. Drowning is the second leading cause of death for children under the age of 10.

Centennial Pool is now open for drop-in swimmers, and change rooms and lockers are available.

For more information about outdoor pool activities, please contact Dayna Stevenson at 250-895-0307.

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