



## Newsletter

Dear [Recipient's Name],

We are thrilled to share some exciting news that is making a splash in our local community – "Swim Into Summer with Kids Alive!" It's that time of year when we celebrate not only the joys of swimming but also the vital importance of water safety education for our little ones.

Kids Alive – Do the Five, renowned water safety educators, have launched this fantastic initiative to ensure that children, especially the most vulnerable under-fives, are well prepared for a safe and enjoyable summer by the water. We are delighted to be a part of this campaign, and we invite you and your family to dive right in!

Here's what you can expect from Swim Into Summer:

**Free Swimming Lessons:** We're offering {five} free lessons during this special week, providing children with essential swimming skills and boosting their water confidence.

**Online Learning:** For those who cannot attend in-person lessons, Kids Alive is also offering five free online lessons. Led by Emma Lawrence, National Operations Manager at Kids Alive and a seasoned learn-to-swim instructor, these digital sessions aim to reach families everywhere.

**Exciting Events:** Our swim school is hosting various events during Swim Into Summer. From holiday swimming programs to open days showcasing our lessons, we have something for everyone.

**Useful Resources:** Kids Alive has provided us with a treasure trove of resources, including music, YouTube videos, dance routines, story time with famous friends, yoga sessions, puppet shows, and engaging cartoon animations – all geared towards promoting water safety.



Why is this important?

Recent statistics highlight the urgency of teaching children to swim from an early age. Unfortunately, drowning incidents involving children under 5 continue to occur, with many incidents happening in our own backyard pools. By participating in Swim Into Summer, we aim to contribute to a future with zero drownings in the under-five category.

Join Us in Making a Difference Spread the word about Swim Into Summer with Kids Alive! Encourage your friends and family to participate and share in the celebration of water safety. Let's make this summer a season of fun, learning, and, most importantly, safety.

Warm regards,

[Your Name] [Your Position] [Your Swim School Name]