



PRESS RELEASE

Use this press release to notify your local newspaper and radio stations about your involvement in the "Swim into Summer with Kids Alive" campaign. Start by gathering the contact information of the media you want to target, including their names and email addresses.

Next, personalise the press release by adding your specific details and highlighting your participation in the campaign. You may adjust the quotes to reflect your school's unique perspective on the initiative. If you have any special events planned as part of the campaign, include these event details in the press release.

Finally, email the provided contacts, inviting them to collaborate in spreading awareness of water safety within your local community. The media may be interested in covering your events, capturing photographs, or conducting interviews with families and teachers at your school. Partnering with the media can significantly enhance the credibility of the campaign's message and extend its reach to a broader local audience.

LOCAL MEDIA RELEASE

Local water safety experts urge families to prepare for Summer – the peak drowning season

[Swim School Name] will be participating in a new national drowning prevention program Swim into Summer created by water safety educators Kids Alive – Do the Five, and will be offering XX free lessons and water safety events during the school holidays from September 25 – 29.

Recognising that not all families can access in-person lessons, Swim Into Summer with Kids Alive is also offering five free online lessons.

[Name] a seasoned learn-to-swim instructor, said they were very excited to be involved and encourage more families to get back into swimming. They said the online sessions enabled everyone in the community to learn some fundamental water safety skills.

"The school holidays are here, it's really starting to heat up again, and the water once again becomes enticing to little ones," she/he said. "Now is the moment for families to refocus on water safety and what they can do to keep their children safer in the water.



"Every child who learns to swim is a life potentially saved. By offering these free lessons we're not just teaching kids to swim; we're giving families hope and peace of mind."

Laurie Lawrence founder of Kids Alive said the recent drowning statistics were encouraging, demonstrating a decrease in the number of Australian children aged zero to four who tragically lost their lives to drowning.

"Recent statistics show a positive trend, with fewer Australian children aged zero to four losing their lives to drowning," Lawrence stated. "This year, drowning deaths in the 0-4 year age group represented only 6% of drowning cases, marking a 6% decrease from last year and a 33% decrease from the 10-year average."

[Name] said the five online lessons will be video tutorials covering fundamental aspects of learning to swim, including water familiarisation, breath control, submersion, floating, and propulsion.

"Whether your child is already enrolled in traditional swim classes or is just starting their water journey, the online lessons serve as a powerful supplement. They not only reinforce what is taught by professional swim instructors but also empower families to take an active role in their child's skill development. It's a win-win situation that fast-tracks learning."

For families eager to dive into these life-saving lessons, visit [Kidsalive.com.au](https://kidsalive.com.au) for details and links to resources. [Swim School name] will also be hosting water safety events on [details] . Contact [number] to book a free lesson.

Recent Drowning Statistics from Royal Lifesaving Drowning Report 2023

- Drowning deaths in the 0-4 year age group represented 6% of drowning cases this financial year 2022/23; a 6% decrease from the last year 2021/22, and a 33% decrease from the 10-year average.
- The crude fatal drowning rate of the 0-4 year age group this financial year 2022/23 has also decreased by 32% compared to the 10-year average, and by 59% compared to 20 years ago.
- 56% of all drowning deaths in this age group were males, the majority of drowning that occurred in the afternoon (50%) and either in a bathtub (25%) or a swimming pool (25%).
- The leading activity prior to drowning was a fall into water (69%) followed by bathing (19%). Drowning locations for this age group have also seen a decline in the past 20 years with a 60% decrease in drowning rates for swimming pools, and 77% decrease in drowning rates for rivers and creeks.

-Ends