



Event Invitation

Subject: Dive Into 5 Free Swim Lessons This Summer!

Dear [Name],

We're excited to invite you to join us for Swim Into Summer with Kids Alive, a nationwide campaign helping families make water safety a priority.

From September 29 – October 3, 2025, your family can access 5 FREE online lessons covering the fundamentals of learning to swim:

- Water familiarisation
- Breath control
- Submersion
- Floating
- Propulsion

These videos are designed to boost your child's confidence and complement their swim school experience. At [Swim School Name], we'll also be **[insert your offer/event details – e.g. a free introductory lesson, holiday intensive program, or parent information session]**.

Event details:

Date: [Date]

Time: [Time]

Location: [Your Swim School Address]

RSVP: [details]

Together, let's give every child the skills and confidence to enjoy a safer summer in and around the water.