

Make Water Safety A Priority For You and Your Family!



About The Centennial Campaign: A National Action To Cut Drowning Rates In Half—In 50 Cities

Knowing how to swim and be safe in around water are critical life skills.

To mark a century of swimming safety education, the Red Cross is partnering with facilities like ours in 50 communities to help prevent drowning. The communities were selected to be part of the Centennial Campaign due to high fatal drowning rates or number of fatal drownings.

Here's What You Can Do!

- Ensure your loved ones participate in Red Cross swim lessons—and enroll in swim classes yourself!
- Sign up for water safety courses and events to learn how to prevent and respond to emergencies.
- Help develop a lifelong interest in aquatics. Encourage family members to pursue the training needed to become a lifeguard or swim instructor.

American Red Cross



A Founding Partner of the Centennial Campaign



MAKE SAFE HAPPEN®