

Centennial Connection



American Red Cross

100+ YEARS
OF WATER SAFETY



Openers

Summer is Here!

Longer days and full pools signal the start of your most impactful season. As families head to the water, they're counting on you to build skills, confidence, and peace of mind.

Together, we're expanding access to swim lessons, delivering critical water safety education, equipping caregivers with CPR skills, and preparing the next generation of lifeguards and Water Safety Instructors®. Thank you for the energy you brought to our annual planning meetings. Your commitment fuels the Centennial Campaign, and we're excited to keep that momentum going.

As summer unfolds, we're here to support you as you reach more swimmers and families.

Here's to a strong, safe summer ahead!



Operations

Welcome to Our New Centennial Campaign Providers

Kroc Center of Omaha, NE
City and County of Honolulu, HI

Final Call to Submit Your Invoices

Big shout-out to everyone who wrapped up their winter and spring sessions strongly, with completed course records and invoicing for all your Centennial Campaign activity. Thank you!

If you still have outstanding course records or invoices, now is the time to get them in. The Red Cross fiscal year closes on June 30th and all outstanding invoices must be submitted ASAP. This will also be your last chance to invoice anything outstanding from 2025.

If you're unsure where you stand with course reporting or invoicing, reach out to centadmin@redcross.org and we'll be happy to give you a status report. Thanks!

Be Part of the 2026 Swim Challenge

Throughout the month of June, participants of the American Red Cross 15 Mile Swim Challenge are making a difference. This Challenge encourages swimming 15 miles and fundraising on [Facebook](#) or [Instagram/GoFundMe](#). Proceeds benefit the Aquatics Centennial Campaign, supporting swim lessons to help prevent drowning and building competence in the water.

Good luck to all who are swimming and supporting this Challenge. Finish strong!



Spotlight On

CFK Brings Life-saving Water Safety Program to Local Children

Annual Water Safety Days returns to the CFK pool to prepare hundreds of Monroe County children for a summer on the water

Press Release Submitted by Lori Bosco

KEY WEST, FL, June 3, 2026 - The **College of the Florida Keys (CFK)** launched its 28th Annual Water Safety Program to equip local children with the skills they need to be safe as they take to the water this summer. This year, CFK expects over 400 students from Sigsbee Charter School, Poinciana Elementary, and Gerald Adams Elementary to participate in the program.

Grounded in the American Red Cross Longfellow WHALE (Water Habits Are Learned Early) Tales curriculum, Water Safety Days gives elementary-age students hands-on experience with real water safety techniques, not just a classroom lecture. Students learn how to properly fit and wear a life jacket, how to enter the water safely, how to float and swim, and how to throw a ring buoy to help a friend in distress.

"Living in the Florida Keys means water safety is an essential life skill," said Lori Bosco, CFK Athletic Director. "Getting children comfortable and safe in and around the water is vital."

Since 1997, Water Safety Days have run from late spring through summer, welcoming elementary school groups to the CFK Pool for the kind of experiential learning that builds both confidence and caution. The program reaches hundreds of local children each year to get them safe for summer and a lifetime of water activities.

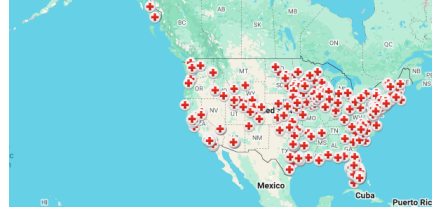
For families looking to build on those skills, CFK offers swim lessons for toddlers, children, and adults, with new classes beginning each month. Information is available at www.cfk.edu.



Resources

Learn-to-Swim Provider Map

In our last newsletter, we talked about using the Class Posting Service to spread the word about your programs on the Red Cross website. The other great way to leverage the Red Cross for marketing your programs is by dropping your contact information on our Provider Map! Check out the map and find yourself. If your agency is unlisted, or if you want changes to the way your agency appears on the map, use the link below to be added. If you need help locating your LTS Facility Enrollment Order number, reach out and we can help.



[Add your Learn-to-Swim Facility to the Provider Map](#)

Quick Links

Red Cross Learning Center Overview & Orientations for Instructors and Administrators

- Register here: [Overview & Orientation Session](#)
- Register here: [Setting Up & Delivering Classes](#)

Request Online Class

Request Online Class can be found on RCLC only if you are logged into your account and you are an Administrator with Partner Portal Access. The red button for Request Online Course is on the righthand side.

- [Request Online Class](#)
- [Request Online Class Quick Reference Guide](#)



Calendar

Water Safety Instructor® Trainer Academies

Interested in attending an academy? Start by reviewing the [Instructor Trainer qualifications](#). If you meet the requirements, submit your [application](#). Approval usually takes about 1–2 weeks. Once approved, your eligibility to reserve a spot is valid for one year. Apply early—enrollment closes one month before the academy start date.

- **July 20-24:** Dublin, OH
- **August 17-54:** Sierra Vista, AZ
- **September 28-October 2:** Fontana, CA
- **October 19-23:** Plano, TX
- **November 9-13:** Carson City, NV

If you have an Academy fee waiver as a part of your Centennial Addendum, please reach out. We can provide you with guidance to make sure that your waiver is applied before you must pay the registration fee.

[Click here to manage communication preferences.](#)