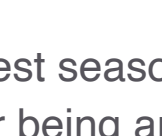


Centennial Connection



American Red Cross

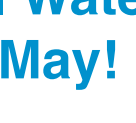


Openers

As we dive into our busiest season, we want to extend our heartfelt thanks to each of you for being an integral part of the American Red Cross family and our lifesaving mission. Together, we are making a profound impact – from equipping individuals with the knowledge and skills to prevent drowning to fostering enjoyment, health, wellness, and countless opportunities through swimming. We are building confidence in water, for life.

We trust that you have everything you need to successfully implement the Centennial Campaign plans we've crafted together for this year. Remember, we're here to support you every step of the way. If you have any questions, needs, or brilliant ideas that could shine even brighter with our collaboration, please don't hesitate to reach out.

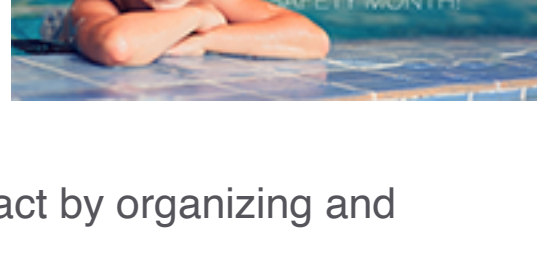
Here's to an incredible summer season in 2025!



Operations

Celebrate National Water Safety Month this May!

We need your expertise to help promote water safety in your communities. As leaders in aquatic safety, you have the unique opportunity to make a significant impact by organizing and hosting water safety events.



Ways you can get involved:

- **Host Workshops:** Organize water safety workshops to teach essential skills such as swimming, CPR and basic rescue techniques.
- **Conduct Safety Demonstrations:** Provide live demonstrations on the proper use of life jackets, pool safety measures and emergency response.
- **Collaborate with Schools:** Partner with local schools to offer water safety education programs for students – where either they come to you or you go to them.
- **Community Events:** Plan community events, such as water safety fairs, swim-a-thons and family swim days, to engage and educate the public.
- **Promote Awareness:** Use social media and local media outlets to spread water safety messages and tips – and raise awareness about your programs and special events.

By working together, we can make water activities safer for everyone. Let's make this National Water Safety Month a time of learning, sharing and commitment to safety.

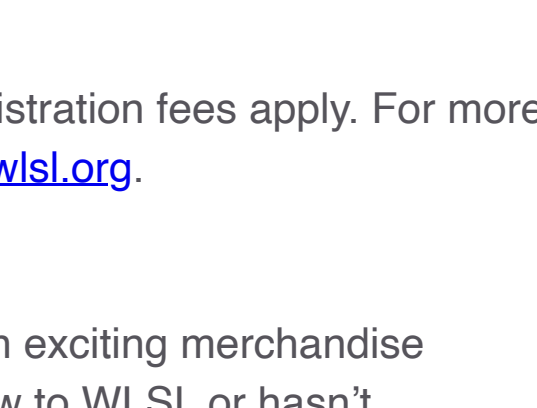
Be the source that helps your community stay safe and enjoy the water responsibly!



Resources

World's Largest Swimming Lesson™ – June 26, 2025

Have you considered signing up for the World's Largest Swimming Lesson? This year's World's Largest Swimming Lesson will take place June 26th, and each location may select their own start time. Registration fees apply. For more information and to get signed up go to www.wsls.org.



Attention New WLSL Participants

Register by April 30 and be entered to win an exciting merchandise giveaway. Offer is open to anyone who is new to WLSL or hasn't participated since 2020. Please watch for an email with details on how to enter.

The End is Near!

The Red Cross fiscal year runs from July 1 to June 30, which means we are now in our 4th quarter and it's time to start closing the books on 2024. To the many partners who are caught up with invoicing, thank you! If it's still on your to-do list, now is the time to get it done so you can pivot to summer. You can also start submitting your invoices for the first few months of 2025.

If you have questions or need assistance, please contact us at centadmin@redcross.org.

Quick Links

Red Cross Learning Center Overview & Orientation Sessions 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 the [Red Cross Learning Center](#) 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 right-hand side.

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

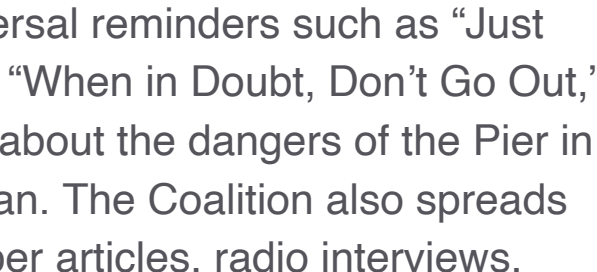
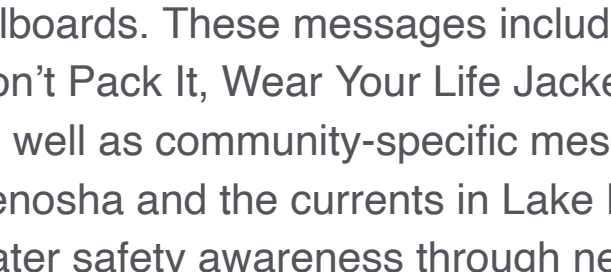


Spotlight On

Wear Your Life Jacket to Work Day

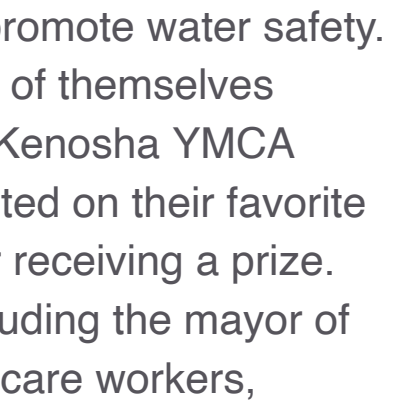
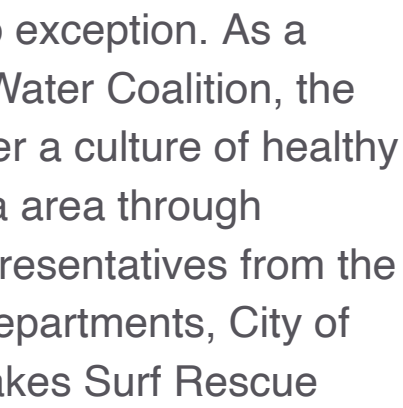
Written by Stephanie Zuehles, YMCA of Kenosha

During Water Safety Month in May, aquatic professionals everywhere focus on promoting water safety, not just within their facilities but also out in their communities. The **Kenosha YMCA** is no exception. As a committed member of the Kenosha Safety Around Water Coalition, the YMCA helps support the Coalition's mission: to foster a culture of healthy respect and safe enjoyment of water in the Kenosha area through education and advocacy. The Coalition includes representatives from the Kenosha YMCA, City of Kenosha Fire and Police Departments, City of Kenosha Aldermen, the Village of Somers, Great Lakes Surf Rescue Project, Kenosha County, Carthage College, and concerned citizens and businesses.

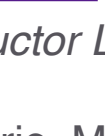


During Water Safety Month, the Coalition focuses on weekly water safety messaging, promoted on Facebook, Instagram and community billboards. These messages include universal reminders such as "Just Don't Pack It, Wear Your Life Jacket" and "When in Doubt, Don't Go Out," as well as community-specific messages about the dangers of the Pier in Kenosha and the currents in Lake Michigan. The Coalition also spreads water safety awareness through newspaper articles, radio interviews, and television segments.

In 2024, the Coalition expanded its reach beyond traditional media, creating new opportunities for direct community engagement. Members of the Kenosha Safety Around Water Coalition visited local libraries, reading water safety books, and doing crafts with toddlers and preschoolers. Additionally, the Coalition launched the "Wear Your Life Jacket to Work Day" campaign to further promote water safety. The campaign invited the community to take photos of themselves wearing life jackets at work and submit them to the Kenosha YMCA website to enter a photo contest. The community voted on their favorite photo submissions via social media, with the winner receiving a prize. Entries featured a diverse group of participants, including the mayor of Kenosha, firefighters, sheriffs, police officers, healthcare workers, delivery drivers and Kenosha YMCA staff. The staff at the Kenosha YMCA went above and beyond by creating a video showcasing them wearing life jackets while at work. Visit the [2024 Wear Your Life Jacket to Work](#) page and watch the video on [Facebook](#).



This year, the Coalition plans to build on the success of their 2024 campaign. The Kenosha YMCA staff are working on a new video, and Coalition members are reaching out to local sports teams and colleges (including their members and mascots) to participate in the photo contest. The hope is that by engaging the community in water safety messaging, particularly the importance of wearing a life jacket, these messages will become as widely recognized as "When Thunder Roars, Go Indoors" and "Stop, Drop, and Roll."



Calendar

Water Safety Instructor® Trainer Academies

Your approved Instructor Trainer application is valid for 1 year. The approval process takes an average of 1 to 2 weeks. Enrollment closes 1 month prior to the academy, so please plan accordingly. Get your application in early and secure your enrollment.

As we are frequently updating host sites, we encourage you to log into the [Red Cross Learning Center](#) for access to the most current IT Academy Schedule (*Instructor Lifecycle – Instructor Trainer Candidates*).

- **June 2-6:** Eden Prairie, MN
- **June 16-20:** Waterford, MI
- **July 21–25:** Dublin, OH
- **August 11-15:** Greensboro, NC
- **August 18-22:** Verona, WI
- **August 25-29:** Strongsville, OH
- **September 15-19:** Stone Mountain, GA
- **September 22-26:** Middletown, NY
- **November 3-7:** Ewa Beach, HI

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