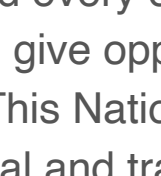


Centennial Connection



American Red Cross

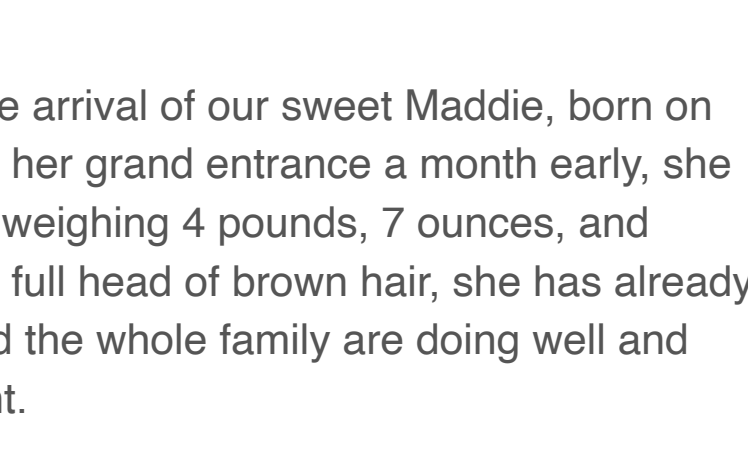


Openers

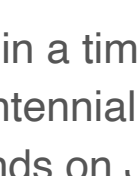
Many thanks to each and every one of you for all you are doing to prevent drowning and to give opportunities to everyone to be able to enjoy the water safely! This National Water Safety Month got a great deal of attention through social and traditional media - which has helped set the stage for your time to shine. Please reach out to our team if you have any questions about what your Centennial Addendum covers or if you have new or unique opportunities that we might be able to support. We want to help you succeed and serve everyone in your community!

Welcome to the World, Maddie!

Many of you have been wondering where Stephanie has been. We're so thrilled to share this note from her with you all:



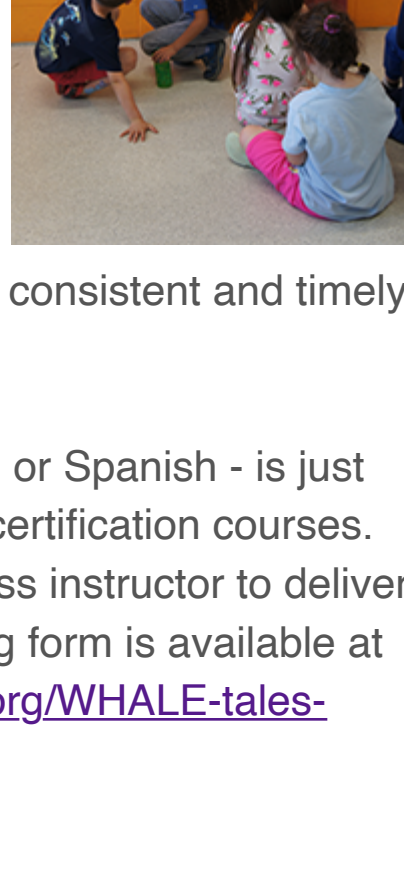
We are overjoyed to announce the arrival of our sweet Maddie, born on April 24, 2025. Though she made her grand entrance a month early, she is a strong and beautiful little girl, weighing 4 pounds, 7 ounces, and measuring 16 inches long. With a full head of brown hair, she has already stolen our hearts. Mom, baby, and the whole family are doing well and soaking in every precious moment.



Operations

Reporting and Invoicing

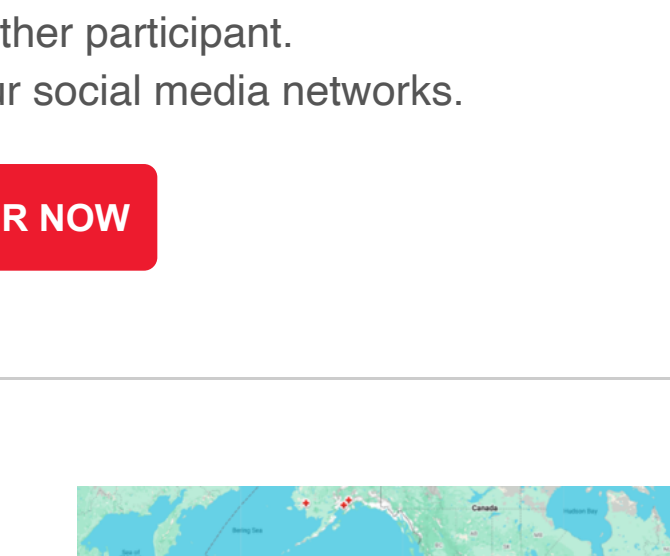
Reporting and invoicing in a timely manner is a critical aspect of the Centennial Campaign. The Red Cross fiscal year ends on June 30. This is a final reminder to get caught up "now" on reporting any activity from last summer through this spring. Please submit any outstanding invoices by no later than June 15. Contact us through CentAdmin@redcross.org or call one of us if you have any questions or need to discuss anything. Thank you very much for your attention to consistent and timely reporting and invoicing.



Reporting of your WHALE Tales activity – in English or Spanish - is just as important to us as your swim lessons and other certification courses. Remember that one does not have to be a Red Cross instructor to deliver or report WHALE Tales. An easy-to-access reporting form is available at redcross.org/WHALETales and cruzrojaamericana.org/WHALE-tales-Espanol.

15-Mile Swim Challenge

There's still time to join our 15-Mile Swim Challenge happening throughout the month of June! A huge shout out to **Macks Borrero, Ponce Swimming School, PR** - who already submitted - and **Ian Knutsen and Nick Shelton, City of Des Moines, IA** - who will be submitting this month.



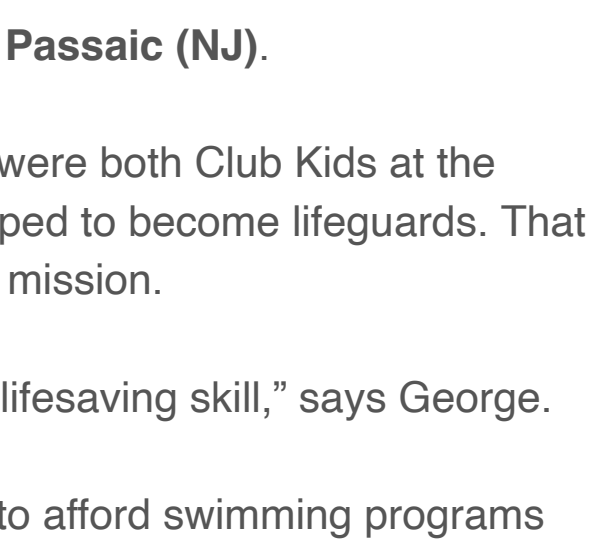
As you heard from Megan on our last Centennial Connector Call, the proceeds of the Swim Challenge benefit the Centennial Campaign. There are multiple ways you can participate:

- Accept the challenge – register and raise funds for the miles you swim.
- Support a friend - donate to another participant.
- Raise awareness – share to your social media networks.

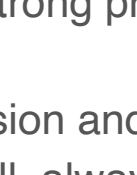
[REGISTER NOW](#)

Get on the Centennial Provider Map!

We strongly advocate that every single Centennial Campaign program is represented on the Centennial Provider map which is on the dedicated Centennial section of our website, redcross.org/centennialswim.



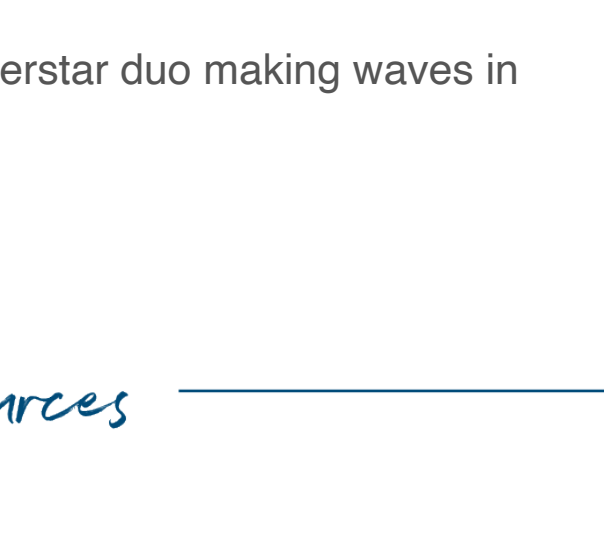
Organizations need to opt in to be featured on the map. If you're already represented, this means someone from your organization has previously done so. Please take a moment and check [here](#) to see if your organization is on the map. If not, please take another minute or so to opt in by completing this brief [web form](#). If your organization prefers not to appear on this map, we would love to hear why – please send us a note at CentAdmin@redcross.org to help us understand the rationale. Thank you!



Spotlight On

From Club Kids to Aquatics Leaders

Meet **George Coneo** and **Jose Bracho** — lifelong friends and champions of water safety. George is the Aquatics Director at the **Boys & Girls Clubs of Broward County (FL)**, while Jose is the Aquatics Director at the **Boys & Girls Club of Paterson and Passaic (NJ)**.



Their journey began as teens when they were both Club Kids at the Paterson Club, where they were both tapped to become lifeguards. That shared start sparked a friendship—and a mission.

"Aquatics gave me a way to teach kids a lifesaving skill," says George.

"I saw how many communities struggled to afford swimming programs and I work for this skill to be accessible to everyone," adds Jose.

From lifeguarding, they have continually taken on more responsibility. At one point, George was in Jose's current position at the Boys & Girls Club of Paterson and Passaic, while Jose was the Aquatics Director at the YMCA in Passaic.

However, they stayed close—even across state lines. George regularly returns to New Jersey to support Jose's programs and lifeguard trainings.

"George is like a brother," Jose says. "He's been a mentor and a big part of my growth."

Their advice for future aquatic leaders?

"Success in aquatics relies on three key pillars: maturity, logical thinking, and responsibility. Patience is also essential—it takes time and dedication to run a strong program." — George

"You must have passion and empathy. Without passion, your impact is limited. And above all, always prioritize safety—fun is important, but safety comes first." — Jose

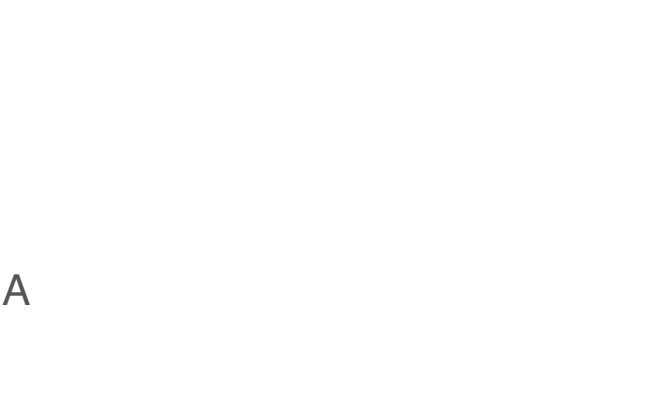
Let's give a round of applause to this superstar duo making waves in their communities!



Resources

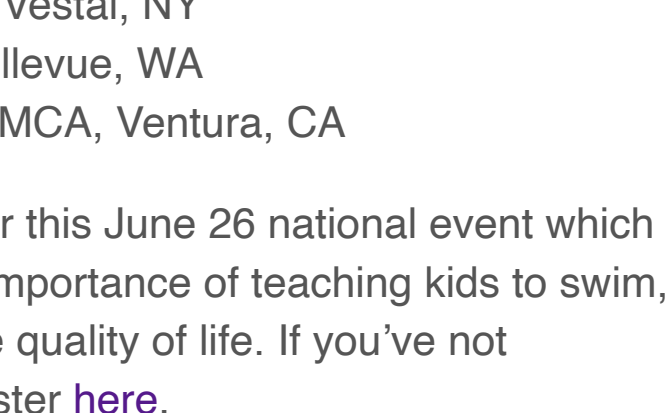
Now Available: Longfellow's WHALE Tales T-Shirts!

This conference season, our Red Cross team made waves with custom-designed t-shirts celebrating the Longfellow's WHALE Tales Water Safety for Children program—and the response was incredible! So many of you asked if you could purchase them, and now you can!



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

World's Largest Swimming Lesson Gear Package Winners Announced



We're pleased to announce the winners of the American Red Cross World's Largest Swimming Lesson Gear package giveaway:

- Patrick Harnan, Town of Vestal, Vestal, NY
- Mark Feeney, Samena Club, Bellevue, WA
- Jason Najera, Ventura Family YMCA, Ventura, CA

Thanks to all of you who registered for this June 26 national event which helps to raise awareness of the vital importance of teaching kids to swim, to help prevent drowning and improve quality of life. If you've not registered yet, there is still time. Register [here](#).

We'll be looking for your social media posts and photos – be sure to tag us on Facebook [@AmericanRedCrossTrainingServices!](#)

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

Special Dates/Campaigns

June 26: [World's Largest Swimming Lesson™](#)

July 25: [World Drowning Prevention Day](#), declared by the World Health Organization

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, so be sure to plan accordingly. Get your application in early to secure your enrollment. Enrollment closes 1 month prior to the academy, so please make sure you plan in advance.

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