

American Red Cross

Make Water Safety A Priority For You and Your Family

The Red Cross is happy that your family is participating in our Centennial Campaign. We know the skills and confidence gained will help your loved ones be safer in and around the water.

Throughout the Campaign, and afterwards, there are a variety of ways you can become even more involved and learn about the importance of being competent in the water—including how to prevent drowning.

Rely on the Red Cross to help you make water safety a priority.

- Make sure all of your loved ones participate in Red Cross swim lessons—and enroll in swim classes yourself!
- Sign up for water safety courses to learn how to respond to emergencies, including how to perform CPR and administer first aid.
- Help develop a lifelong interest in aquatics. Encourage your child to pursue the training needed to become a lifeguard or swim instructor.

Going to a pool, the beach, the lake—any water-based location should be an enjoyable experience. Learn how the Red Cross can help you and your family be water competent and water smart.

Get Your Feet Wet!

For information about Learn-to-Swim, Lifeguarding and other water safety programs, along with First Aid/CPR classes, contact:



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

To mark our century of swimming safety education, the Red Cross is planning to teach 50,000 more people in 50 selected cities how to swim. The cities were chosen due to higher than average overall drowning rates or the high number of fatal drownings in those areas.

The Red Cross and its partners currently train more than two million people a year in swimming. The Centennial Campaign is a multi-year action that will increase our impact in those communities and hopefully inspire many more people to sign up for swimming and water safety lessons at local facilities.

Thanks to the commitment of our supporters, the Red Cross Centennial Campaign will help children, teens and adults be safer in, on and around the water.

100YEARS
OF WATER SAFETY



MAKE SAFE HAPPEN®