



FOR IMMEDIATE RELEASE

## Thousands of Kids Around the Globe to Participate in The World's Largest Swimming Lesson™ – June 3, 2010

OVERLAND PARK, KS. (May 21, 2010) – More than 10,000 children on 4 continents will bob, float and flutter kick their way into the record books by participating in **The World's Largest Swimming Lesson™** at 2pm GMT on Thursday, June 3<sup>rd</sup>.

Hundreds of aquatic facilities from Disney's Typhoon Lagoon near Orlando, Florida to swim schools in Orange County, CA to community centers in the Bronx, to locations as far reaching as Zambia, Lebanon, Dubai, and the USAG Humphreys in South Korea are participating in the program to build awareness about the vital importance of teaching children to swim to help prevent drowning.

Disney's Typhoon Lagoon water park has been designated as the official headquarters location for the international event that will set a new *Guinness World Record™* for the largest simultaneous swimming lesson ever conducted.

Tragically, drowning is the second leading cause of unintended, injury related death of children ages 1-14. In fact, more than one in four fatal drowning victims are children 14 and younger. And, research shows if a child doesn't learn to swim before the 3<sup>rd</sup> grade, they likely never will.

Gold Medalist's Rowdy Gaines and Janet Evans are championing the WLSL effort to help convey that loss of life from drowning can be prevented through awareness and training. As parents, both athletes feel a strong commitment to teaching children how to be safe in and around the water.

Gaines, 11-time world record holder and "voice of American swimming" for the Olympic Games, will be master of ceremonies for the WLSL event at Typhoon Lagoon. "I'm thrilled to be working with **The World's Largest Swimming Lesson™** to help spread the word that *Swimming Lessons Save Lives™*," said Gaines. "Learning to swim and the exposure to the water safety messages that swimming lessons offer provide a fundamental first step for drowning prevention."

Evans, considered the greatest female distance swimmer of all time, will be on site for the WLSL event at the Blue Buoy Swim School in Tustin, California. "It is so important to draw attention to this issue, particularly at the beginning of the summer season," said, Evans. "**The World's Largest Swimming Lesson™** is a perfect way to bring the message to life for kids and adults."

Parents interested in having their child be a part of **The World's Largest Swimming Lesson™** record breaking team can learn more about the program and find a list of local participating aquatic facilities online at: [www.wsls.org](http://www.wsls.org).

The international event is being sponsored by Auro-Dri®, the #1 most recommended remedy for the common ailment of Swimmer's Ear by the American Swimming Coaches Association, as part of their on-going effort to promote children's water safety.

### **About The World's Largest Swimming Lesson™**

**The World's Largest Swimming Lesson™** was created as a platform to help aquatic facilities and the many different water safety and drowning prevention organizations work together to communicate the fundamental importance of teaching children to swim. The event culminates National Water Safety Month - a month long initiative that takes place in May to support ongoing public education on water safety and always being water aware. **The World's Largest Swimming Lesson™** event is being presented by a coalition of the nation's leading water safety and training organizations including: the Association of Pool and Spa Professionals, International Swimming Hall of Fame, International Swim Instructors Association, Independent Pool and Spa Service Association, Jeff Ellis & Associates, National Aquatic Safety Company, National Recreation and Park Association, Starfish Aquatics Institute, Swim For Life Foundation, United States Swim School Association and the World Waterpark Association.

### **About Rowdy Gaines**

One of the most celebrated American swimmers in history, Gaines long list of championship records, honors and achievements is truly remarkable. A 3 - time Olympic Gold Medalist, 11 - time World Record Holder, 22 - Time NCAA All American and member of the Olympic and International Swimming Halls of Fame, Gaines continues to set new world records in the Masters Division. Known as "the voice of American swimming," he has worked with all of the major television networks and will announce his 6<sup>th</sup> Olympic Games for NBC in London 2012.

### **About Janet Evans**

Considered the greatest female distance swimmer of all time, Evans is a 5 - time Olympic Medalist and member of the US Olympic and International Swimming Halls of Fame. Her world records for the 400, 800 and 1500m freestyle set in 1988 and 1989 stood for more than 19 years. Now a mother of two, Evans shares her love of swimming with her son Jake and daughter Sydney who had her first swimming lesson at just five-months-old.

### **About Auro-Dri®**

Auro-Dri® is an ear drying aid that is recommended to dry up excess water and prevent clogged ear discomfort. It is the most recommended remedy for the common ailment of Swimmer's Ear. Safe for children, Auro-Dri® relieves the pain and excess water that remains in the ear after swimming, diving, surfing or showering. To learn more about their product locations and to learn helpful swimming tips from Gold Medalist Aaron Peirsol, visit their website at: [www.aurodri.com](http://www.aurodri.com).

For additional information or to request an interview with Rowdy or Janet, contact: Beth Root: (913) 544-5734 or [mediarelations@worldslargestswimminglesson.org](mailto:mediarelations@worldslargestswimminglesson.org)