



## Press Release

*Nation's Leading Water Safety Organizations Announce  
The World's Largest Swimming Lesson  
Thursday, June 3, 2010*

### *Olympian Rowdy Gaines Joins WLSL Team as Spokesperson*

**Overland Park, KS, March 31, 2010** -- The nation's leading water safety organizations are joining forces to present **The World's Largest Swimming Lesson (WLSL)**, Thursday, June 3, 2010, to build awareness about the vital importance of teaching children to swim to help prevent drowning. Waterparks, pools and other aquatic facilities around the globe will host local WLSL lessons simultaneously (10am ET) on June 3rd in an attempt to break the Guinness World Record.

To date, eleven leading water safety organizations reaching 95 percent of the US water leisure market have signed on as presenting organizations including:

- **The Association of Pool and Spa Professionals**
- **The International Swimming Hall of Fame**
- **The International Swim Instructors Association**
- **The Independent Pool and Spa Service Association**
- **Jeff Ellis & Associates**
- **The National Aquatic Safety Company**
- **The National Recreation and Park Association**
- **Starfish Aquatics Institute**
- **The Swim For Life Foundation**
- **The United States Swim School Association**
- **The World Waterpark Association**

Rowdy Gaines, three time Olympic Gold Medalist, eleven time world record holder and the "voice of swimming" for events on CBS, ESPN, NBC and TNT, has joined the WLSL Team as official spokesperson. "I'm thrilled to be working with **The World's Largest Swimming Lesson** event to help spread the word that *Swimming Lessons Save Lives*," said Gaines. "Teaching children to swim is a key component in drowning prevention and **The World's Largest Swimming Lesson** program is a great way for local communities to draw attention to this message at the start of the swimming season."

Swimming is a life-saving skill for children and a vital tool to prevent drowning, the second leading cause of unintended, injury-related death for children ages 1-14. Research shows if a child doesn't learn to swim by the third grade, they likely never will. **The World's Largest Swimming Lesson** was created to serve as a platform to help local community aquatic facilities and the many different national, regional and state wide water safety and drowning prevention organizations work together to tell their story on a local and national level.

Aquatic facilities interested in hosting a WLSL lesson for their community can register online at [www.worldslargestswimminglesson.org](http://www.worldslargestswimminglesson.org). Individuals interested in participating in the lesson can find a list of Host Locations on the website beginning April 19<sup>th</sup>. Aquatic facilities have until May 20<sup>th</sup> to register as a Host Location.

For more information on **The World's Largest Swimming Lesson** or to find out how you can join the WLSL Team to support this important and fun initiative, visit [www.Worldslargestswimminglesson.org](http://www.Worldslargestswimminglesson.org).

Be a part of **The World's Largest Swimming Lesson**, Thursday, June 3, 2010 and help spread the news that *Swimming Lessons Save Lives!*<sup>TM</sup>

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