

**YMCA to Host Annual SPLASH: Swim Safe Week, March 23 – 26:
*Teaching kids to be safe in and around the water***

Princeton, March 6, 2009 – The Princeton Family YMCA, in partnership with Princeton University's Women's Swim Team, will host its annual FREE community week-long family swim event designed to help kids stay safe and healthy at the beach, pool or water park this summer.

"SPLASH is a free community outreach program that focuses on teaching children how to be safe in and around the water," explains Paul Zeger, Associate Aquatics Director for the Princeton Family YMCA. "This national program helps thousands of families across the country who might not otherwise have access to water safety skills prior to the summer season. The Princeton Family YMCA is dedicated to providing this free program each year to help keep the children in our community safe during the swim season, and help families understand that swimming is not only fun, but a critically important safety skill."

YMCA instructors and team members from Princeton's Ivy League Champion Women's Swim Team will join together to teach the fundamentals of a safe aquatic experience using hands on water safety demonstrations and fun water games.

"The Princeton University Swimming and Diving family are honored to work in partnership with the Princeton Family YMCA once again," stated Susan Teeter, Head Coach of the Princeton University Women's Swim Team. "Our athletes are terrific role models for children and teaching the importance of water safety may well save a life in the future. It's wonderful to give the next generation of swimmers an opportunity to work with our amazing student-athletes," said Teeter.

In addition to pool activities, SPLASH: Swim Safe Week provides parents with tips on how to avoid heat stroke, sunburn and other summertime discomforts, any of which can put a real damper on summer fun.

“Swimming is the second most popular form of exercise in the United States, with nearly 370 million annual visits to swimming pools,” said Kate Bech, CEO at the Princeton Family YMCA. “YMCAs have traditionally been places where young people not only learn swimming skills, but the importance of playing safely in the water.”

In every YMCA aquatics program, children feel the sense of accomplishment that comes with learning something new. YMCA swim lessons use a guided-discovery teaching approach in a positive, caring environment. Other YMCA aquatics programs include parent/child classes, special family swim nights, an inclusive swim team program, water fitness classes, lifeguard training, and S.N.A.P. an aquatics program for children with disabilities.

SPLASH: Swim Safe week is just one of many programs that support the Princeton Family YMCA’s commitment to the holistic development of children and youth, healthy lifestyles for all, and family strengthening. To register for the free SPLASH: Swim Safe week, please contact the Princeton Family YMCA at 609-497-9622 x204 or visit www.princetonymca.org. Space is limited and advance registration is required.

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The Princeton Family YMCA is a charitable organization dedicated to building strong kids, strong families and strong communities. For more information about YMCA programs visit www.princetonymca.org or call 609-497-9622 x204.