



FOR IMMEDIATE RELEASE

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YMCA to Provide Free Swim Lessons with Annual SPLASH! Swim Safe Week

Princeton, March 22 – The Princeton Family YMCA, in collaboration with volunteers from the Princeton University's Club Swim Team, will plunge into the upcoming swim season by providing the annual, free SPLASH! Swim Safe program—a week-long swim event designed to help kids stay safe and healthy at the beach, pool or water park this summer. Thanks to the continued support and generous donation of \$5,000 from Johnson & Johnson Consumer Companies, SPLASH! will be open to swimmers and non-swimmers alike. Over 100 children ages 3 through 12 years old will participate in lessons at the YMCA and John Witherspoon Middle School pools over four consecutive days, April 2nd through April 5th. An additional 45 preschool students from Princeton Nursery School will be served by the program during the summer months at the YMCA pool.

"SPLASH is a community outreach program that focuses on teaching children how to be safe in and around the water, particularly for children from underserved communities who would otherwise go without an opportunity to learn because of financial barriers," explained Kristin Leung, Associate Aquatics Director and SPLASH! coordinator for the Princeton Family YMCA. "Nationwide, the SPLASH! program serves thousands of children that may not otherwise be exposed to water safety prior to the summer season. The Princeton Family YMCA is dedicated to providing this free program annually in the spring to help keep children safe during the swim season, and to raise visibility about the importance of swimming as not only as fun way to stay fit, but as a critical safety skill."

In addition to pool activities, SPLASH! Week will provide participants with tips on how to avoid heat stroke, sunburn and other summertime discomforts, any of which can put a real damper on summer fun. YMCA aquatics staff are unrivaled in their training and expertise. As "America's Favorite Swim Instructor," the YMCA has long been introducing children and adults to a lifetime of healthy activity and safety in and around the water. "We want families to be prepared with the right information and tools to keep the kids healthy, safe and *in the water* this summer," Leung added. "Swimming is a fun and enjoyable activity for children and adults alike, and it has many health benefits. The Y is committed to providing as many opportunities as possible for everyone to learn basic swimming lessons and water safety practices. We encourage kids and adults to take swim lessons – it's never too late to learn."

As a leading nonprofit committed to strengthening community through youth development, healthy living and social responsibility, the Y works to ensure everyone has an opportunity to learn, grow and thrive. This philosophy drives the YMCA's commitment to help children and adults experience the joy and benefits of swimming. SPLASH! Week is open to the public and free of cost but registration is required. Visit princetonymca.org to learn more or call 609-497-YMCA to register today.

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About the Y

The Y is one of the nation's leading nonprofits strengthening communities through youth development, healthy living and social responsibility. Across the U.S., 2,687 Ys engage 21 million men, women and children – regardless of age, income or background – to nurture the potential of children and teens, improve the nation's health and well-being, and provide opportunities to give back and support neighbors. Anchored in more than 10,000 communities, the Y has the long-standing relationships and physical presence not just to promise, but to deliver, lasting personal and social change. ymca.net

To learn more, visit princetonymca.org or contact Denise Soto, Development and Communications Associate, at 609-497-9622 x209

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The Princeton Family YMCA is a charitable, cause-driven organization dedicated to youth development, healthy living and social responsibility. For more information about YMCA programs visit princetonymca.org or call 609-497-9622