



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

**NORTH SUBURBAN
YMCA**
2705 Techny Road
Northbrook, IL 60062
www.nsymca.org

For More Information Contact:

Carolyn Gessner
Creative Marketing Associates, Inc.
carolyn@cmacreative.com
www.cmacreative.com
847 858-4203 (direct)

FOR IMMEDIATE RELEASE

YMCA Puts Focus on Keeping Children Safe Around Water

Northbrook, IL: April 2016 -- There is a list of basic life skills all parents instinctively know they must teach their children to keep them safe and healthy. It includes habits like looking both ways before you cross the street, washing your hands with soap and water, and eating the right amount of fruits and vegetables every day.

For too many parents, safety in and around water is not on the list. That's something that has to change.

Fatal drowning is the second-leading cause of unintentional injury-related death for children ages one to 14 years old. The problem is particularly acute among minority communities. African American children ages five to 14 are three times more likely to drown than their white counterparts. The disparity is partly due to the lack of swimming experience among these children.

According to a recent national research study conducted by the USA Swimming Foundation and the University of Memphis, 70 percent of African American and 60 percent of Hispanic children cannot swim, compared to just 40 percent of Caucasian children.

The Y is committed to reducing water-related injuries. During National Water Safety Month this May, the North Suburban YMCA will continue to provide scholarships to children from low-income and underserved communities to participate in life-saving swim lessons. Currently, the NSYMCA has swim instruction available in seven different languages, ensuring that all children can learn to be safe in and around the water.

Swim lessons are just one of the many swim programs that millions of people from toddlers to adults take advantage of at the Y's more than 2,200 pools across the country. Here in Northbrook, the Y teaches nearly 2,500 children water safety and swimming each year.

If you know how to stay safe in and around water, swimming can be a lifelong source of fun and exercise. Instead of keeping your children away from water, help them learn fundamental water safety skills by enrolling them in lessons. These classes can provide them a new, exciting way to keep active and meet new friends.

To learn more about NSYMCA swim programs, and scholarships that are provided through our Strong Kids Financial Assistance Fund, visit www.nsymca.org.



Photo Caption: Swim lessons at the North Suburban Y teach water safety for a lifetime of fun, healthy activity.

About the North Suburban YMCA

The YMCA is a charitable organization and relies on donations to make services available for all families and individuals in its 15-city region. All board members are volunteers, who donate their time, talents and financial resources. Located at 2705 Techny Road in Northbrook, the YMCA has served the northern suburbs of Chicago for over 45 years. The Y is about youth development, healthy living, and social responsibility, providing programs and services that address the needs of our diverse community and are accessible to all. For more information or to make a donation, contact Kim Nyren at 847-272-7250 or knyren@nsymca.org, or visit www.nsymca.org.