



For Immediate Release

World's Largest Swimming Lesson™ Set For June 14, 2012. Tens of thousands of kids around the globe set to flutter kick their way to a new *Guinness World Record*™

OVERLAND PARK, KS. (March 15, 2011) -- On Thursday, June 14th, 2012, thousands of kids and adults at aquatics facilities around the globe will unite to set a new global record for The World's Largest Swimming Lesson™ (WLSL), taking place at 3 pm GMT (11am ET, 8 am PT.)

The inaugural WLSL event established the *Guinness World Record*™ for the largest simultaneous swimming lesson ever conducted in 2010 to build awareness about the vital importance of teaching children to swim to prevent drowning. Last year's WLSL event grew more than 400% with 20,000+ participants representing 13 countries around the globe and 45 states in the US.

Tragically, drowning remains the second leading cause of unintended, injury related death of children under 14 and a leading cause of death for children ages 1-5. Research shows participation in formal swimming lessons can reduce the risk of drowning by 88% among children aged 1 to 4, yet many kids do not receive formal swimming or water safety training.

The WLSL program works to promote drowning prevention through education by focusing the energy of thousands of participants on a clear and specific message all at the same time. Aquatic facilities, from Disney's Typhoon Lagoon near Orlando, Florida to swim schools in Orange County, CA, to parks & recreation centers in the Bronx, to locations in Mexico, Brazil, Dubai and Lebanon, have all participated in the event to help send the message that *Swimming Lessons Save Lives*™.

"We're thrilled to see such incredible growth of the WLSL program in two short years," said Rick Root, President of the World Waterpark Association.

“The greater the participation, the more families we’re able to reach with this crucial message.”

Facilities interested in serving as an official Host Location for The World’s Largest Swimming Lesson™ 2012 record breaking attempt have until May 20th to register online at: www.wsl.org. There is no cost to participate.

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 regional, national and international water safety and drowning prevention organizations work together to communicate the fundamental importance of teaching children to swim.

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