



FOR IMMEDIATE RELEASE

CONTACT:

Quality Swimming, Inc.

Andy Broido

andy@qualityswimming.com

561-213-7848

QUALITY SWIMMING TO HOST SWIM FOR LIFE SAFETY CHALLENGE

Quality Swimming, Inc. will hold its Annual Swim for Life Safety Challenge to raise money for the Swim for Life Foundation, Inc, an organization that works to both prevent drowning and promote the health and safety benefits of swimming.

The Swim for Life Challenge will be held at the Lore and Eric F. Ross JCC, at 8500 Jog Road, Boynton Beach, on Sunday, October 16 at 2 pm. Swimmers ranging in age from infants to adults will participate in safety challenges and will receive a certificate for participation. The cost is a \$10 tax deductible donation to the Swim for Life Foundation; and swimmers will have the opportunity to raise additional funds by obtaining pledges.

The Safety Challenge raises money for the “Safer 3,” water safety campaign. It calls for “safer water” (guarding against unauthorized entry to a pool or spa by a child), “safer kids” (advocating constant adult supervision and swim lessons), and “safer response” (preparation for the possibility of a drowning incident by learning and reviewing CPR).

“This is a great opportunity for our swimmers to build their skills and increase their confidence while bringing awareness to these important safety issues,” said Andy Broido, owner of Quality Swimming, Inc.

Leading up to the Swim for Life Safety Challenge, Quality Swimming parents have the opportunity to make donations in \$1 increments and choose one of the Safer 3 characters, Sammy Starfish, Timmy Tadpole or Gilbert Guppy, on which to display their child’s name.

The Swim for Life Foundation, Inc. was chartered in 2004 as a 501(c) (3) not-for-profit corporation in order to give it life beyond the careers of its founders. It was founded to do something positive to prevent drowning while still promoting the health and safety benefits of swimming ability as enrichment to the lives of all people. Its ultimate goal is to eventually reduce accidental drowning worldwide. Swimming is an activity that can be enjoyed from infancy through the golden years of life. Waters of the world have been used throughout history for survival, recreation, pleasure, healing and therapy. People will always be attracted to water.

The benefits of water are not without cost, however, as drowning continues to be one of the leading causes of death worldwide. This terrible fact drove the founders of the Swim for Life Foundation, Inc. to seek a better way to prevent drowning accidents worldwide

Quality Swimming, Inc. is a year-round Aquatics Education Center that has been serving Boca Raton and surrounding communities for 25 years. We specialize in infant and toddler swim lessons (6 months to 3 years) as well as swimming classes for all age groups, including adults and developmental swim team.

To learn more about The Swim for Life Safety Challenge or any of Quality Swimming's programs, please call 561-487-8276 or visit www.qualityswimming.com.

###