



For Immediate Release

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National Water Safety Month Website Launches
Industry Partners Join Online at nationalwatersafetymonth.com

Alexandria, VA, March 24- The Association of Pool & Spa Professionals (APSP), along with the National Recreation and Park Association (NRPA), the American Red Cross and the World Waterpark Association (WWA) announce a new website, nationalwatersafetymonth.com, to offer aquatics professionals and consumers safe swimming rules, programs, activities and resources for National Water Safety Month May, 2011.

Visitors to nationalwatersafetymonth.com can download tips, safe swimming rules, videos, posters, browse Flickr group galleries and find other resources to help share water safety messages with the public. Social media pages for National Water Safety Month include: Facebook: facebook.com/watersafetymonth; Twitter: twitter.com/mayisnws; Flickr: flickr.com/watersafetymonth; YouTube: youtube.com/watersafetymonth and the official blog page, at nationalwatersafetymonth.com/blog.

“Our goal is to ensure that all children enjoy water recreation in waterparks, pools and aquatic centers in the safest manner possible,” says Rick Root, WWA CEO. “This May, we hope that parents and children will spend time on the new nationalwatersafetymonth.com website learning how they can be safe in and around the water. What better way to start reaching people than through a new website and their favorite social networks.”

“The safe use of swimming pools, hot tubs and other recreational water facilities is a priority for everyone,” says Bill Weber, APSP president and CEO. “From companies that build and service pools and hot tubs, to the millions of adults and children who enjoy the fun benefits that recreational water provides, National Water Safety Month serves to focus on the importance of water safety for all.”

Other national organizations like the National Drowning Prevention Alliance (NDPA) and the National Swimming Pool Foundation (NSPF) have pledged to encourage their members to get involved in water safety activities and programs throughout the month of May. Also on board this year is the Consumer Product Safety Commission (CPSC) and its Pool Safely campaign, which will be featured during Pool Safely Week, the second week of National Water Safety Month May, 2011. Pool Safely and the “Simple Steps Save Lives” programs offer a wide variety of materials to consumers and organizations to help raise awareness for the use of proper drain covers and safe swimming rules and practices like the use of adult supervision and swimming lessons.

Visit nationalwatersafetymonth.com to learn more about the campaign, national water safety events, and what you can do to help others swim safely this summer.

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