

For Immediate Release

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The Kroger Co. 614.898.3619
The Clorox Company 510.271.2738
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Columbus Recreation Swim Lesson Registration Begins Sunday Information available at participating Kroger stores

June 13, 2008 – Kroger, with the support of Clorox and the American Red Cross of Greater Columbus, is partnering with Columbus Recreation and Parks this summer to promote the importance of summer safety by providing residents with free access to swim lessons at Columbus Recreation and Parks aquatics facilities. Residents can pick-up Columbus Recreation and Parks Leisure Card applications, along with swim lesson and summer safety information, at 26 Columbus-area Kroger Pharmacies. Only these completed applications can be turned into a Columbus Recreation facility for a free summer Leisure Card, compliments of Kroger and Clorox, and with it, free swim lessons taught by swim instructors trained by the American Red Cross.

Shoppers are encouraged to stop by participating Kroger locations this weekend to talk with a Red Cross representative, get your swim lesson information and have some fun with your favorite radio station.

Sat. 6/14	1441 Parsons Ave.	10-12
Sat. 6/14	3417 North High	2-4
Sat. 6/14	1375 Chambers Rd.	2-4
Sun 6/15	2161 Eakin Rd.	10-12

A complete list of Kroger Pharmacy locations where promotion materials are available is at columbus.redcross.org. Also on columbus.redcross.org are links to other private and public aquatics facilities that offer Red Cross Learn-to-Swim lessons. These facilities do not accept Leisure Card applications and set their own fee and lesson schedules. Proof of residency might apply. Be sure to check with each individual facility about their programs.

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Along with Learn-to-Swim lessons for people of all ages, the American Red Cross shares these simple tips for a great way to stay safe this summer:

- **Never leave small children unattended near water** – not even the bathtub – not even for a moment! Adults should practice “reach supervision,” which means to always be within arm’s length when a child is near water in case of emergency.
- **Keep lifesaving gear handy.** Always have on hand a lifejacket, rope, pole or other object that can be thrown to a person in trouble. Remember to have a first aid kit, cordless phone and emergency contact information by the pool.
- **Know when it’s too dangerous.** If you, or someone you are swimming with, appear to be too cold, too far from safety, been exposed to too much sun, or had too much strenuous activity, it is time to head for shore or signal for help.
- **Eliminate temptation.** Backyard pools should have self-closing, self-latching gates that remain locked when the pool is not being used. Kiddie pools should be emptied and toys removed immediately after use. Empty water pails and buckets so small children cannot fall in and drown.
- **Know what you’re getting into.** Check local tides, current and other condition which could be dangerous before entering open bodies of water.
- **Learn Red Cross first aid and CPR** so that you can act in an emergency.

The American Red Cross of Greater Columbus is dedicated to helping make families and communities safer at home and around the world. Sustained by over 600 volunteers, the Red Cross provides assistance to more than 500 families each year after home fires and other disasters strike. Last year the organization trained and educated more than 97,000 area residents in vital lifesaving skills like first aid, CPR and how to prepare for emergencies. The Red Cross also sent more than 800 emergency messages between members of the military and their families. The community transportation program provides rides to medical appointments for seniors and individuals with disabilities, logging more than 19,600 trips last year. All these programs and more are made possible by the donations of time and money from the greater Columbus community.