



FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

**FOR IMMEDIATE RELEASE:**  
Monday, August 2, 2010

**GOOD NEWS!**  
**Valley of the Sun YMCA joins the support of  
the 7<sup>th</sup> Annual Drowning Impact Awareness Month  
in Maricopa County**

*Purple ribbons will remind everyone  
to be vigilant against this preventable tragedy*

PHOENIX, AZ:---The Valley of the Sun YMCA joins the annual Drowning Impact Awareness Month (DIAM) efforts. Since August 2004 (DIAM) has waged a campaign every year to remind Arizonans that drowning is a top cause of injury-related deaths for children. Arizona ranks second in the nation for child drowning. DIAM believes that awareness and water safety education can prevent many of these tragedies.

**As of July 17, there have been nine child drowning fatalities,  
of the 65 water-related incidents in Maricopa County involving children.**

This year's collaborative efforts, coordinated by Phoenix Children's Hospital include: proclamations by Governor Brewer and Mayors across the Maricopa County declaring August "Drowning Impact Awareness Month," distribution of more than 40,000 purple awareness ribbons, over 60 banners county-wide, and FREE water safety presentations and events throughout the county. *(A partial list of events and programs is attached.)* The 2010 kick-off event was held on Tuesday, July 27 at 9:30am at the Phoenix Children's Hospital.

The Valley of the Sun YMCA is proud to support the awareness of this important community issue by distributing purple ribbons and posting awareness posters in the lobbies at the 17 YMCA branches. Each local branch will be providing water safety presentations throughout Maricopa County during the month of August. (For more information about one of these YMCA water safety presentations, contact a branch Aquatics Dept.)

DIAM is the largest collaborative water safety effort in the State of Arizona; and is partnering with the Valley of the Sun YMCA, Phoenix Children's Hospital, Phoenix Fire Company, SW Ambulance, SRP Safety Connection, and La-Z-Boy Furniture Galleries.

About the YMCA:

Over 2600 YMCAs serve 21 million people each year, including nearly 10 million children under the age of 18. YMCAs respond to critical social needs by drawing on their collective strength as one of America's largest not-for-profit community service organizations. Through a variety of programs and services focused on the holistic development of children and youth, family strengthening, and health and well being for all, YMCAs unite men, women and children of all ages, faiths, backgrounds, abilities and income levels. From urban areas to small towns, YMCAs have proudly served America's communities for nearly 160 years by building healthy spirit, mind and body for all. Visit [valleyymca.org](http://valleyymca.org) to find your local YMCA

**For more information about the Drowning Impact Awareness Month —  
or to arrange for an interview with a Valley of the Sun YMCA representative,  
please contact: **Manda Hurdelbrink • 513.324.8610 cell****



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## A PARTIAL LIST OF EVENTS....

### DROWNING IMPACT AWARENESS MONTH

- Phoenix Children's Hospital, Phoenix Fire, and the Pointe Squaw Peak will have a FREE water safety event on July 28 from 5-8 pm. This is a family event and a great way to cool off!
- Phoenix Children's will be offering parent education opportunities in August and launching a safety campaign targeting rivers and lakes, in partnership with the National Water Safety Congress.
- Southwest Ambulance is sponsoring swimming lessons through Parks and Recreation Departments. For more information:  
<http://www.wsambulane.com/pool>
- Mesa Fire rolled out a new "I can prevent drowning" campaign. They are looking for videos and pictures to be submitted as part of their effort. For more information:  
<http://www.mesaaz.gov/fire/FLSE/ICanPreventDrowning.aspx>
- Phoenix Fire is holding an event on July 28 called "Dunkin' for Water Safety" at the Dunkin Donuts at 19<sup>th</sup> Avenue and Northern. For more information:  
<http://preventdrownings.org>
- SRP Safety Connection has donated more than 60 banners that will be hung throughout Maricopa County. They are also sponsoring swimming lessons in the community. For more information:  
<http://srpnet.com/offers>
- To view a spotlight story about DIAM. Check out:  
<http://www.phoenixchildrens.com>
- Looking for purple ribbons to distribute? Contact:  
[ldieu@phoenixchildrens.com](mailto:ldieu@phoenixchildrens.com)