

Kick off swim season with free April Pools Day water safety event

Enjoy free swimming, cheer on boat racers and learn about proper lifejacket use

Bradford West Gwillimbury, ON (March 1, 2019) – Summer is nearly here and that means days by the pool and at the beach are just around the corner. Before you venture near the water, make sure you and your family get safely prepared for seasonal water-related activities.

The BWG Leisure Centre wants to educate families and inform communities about the dangers of water, and to pass along effective tips to prevent drowning. April Pools Day is a free annual event taking place this year on Saturday, April 6 from 12:00-3:00 p.m. at the Leisure Centre's Bradford Lions Aquatic Centre. It aims to help both adults and children learn life-long water safety skills and prepares people for the summer months when drowning occurs the most.

This year's event will focus on lifejacket use. According to the Lifesaving Society's 2018 Canadian Drowning Report*, 84% of people who drowned while boating were not wearing a lifejacket or PFD, and another 5% weren't wearing it properly.

"Lifejackets don't work if you don't wear them, or don't wear them correctly," says Teresa Taylor, Aquatic Supervisor for the Town of BWG. "Even good swimmers need lifejackets."

Participants of all ages will have the opportunity to learn drowning prevention strategies, proper lifejacket fitting and use, basic self-help skills and rescue techniques for a water emergency. From noon until 1:15 p.m., visitors are encouraged to tour the community display booths. Free leisure swimming runs from 1:15 to 3:00 p.m. At 2:00 p.m. will be an inflatable boat race between BWG Lifeguards, Bradford Lions Club, South Simcoe Police, BWG Fire and the County of Simcoe Paramedics.

The Leisure Centre is grateful to the Bradford Lions for sponsorship of this year's event. Money raised through event sponsorships and community donations go to the Lifesaving Society's Water Smart® Program.

For more information, please contact Teresa Taylor, Aquatic Supervisor at 905-775-7529 ext. 8401, or ttaylor@townofbwg.com

-30-

Media Contact:

Teresa Taylor, Aquatic Supervisor
905-775-7529 ext. 8401
ttaylor@townofbwg.com



*Full report available at: www.lifesavingsociety.com/drowning-research/drowning-reports.aspx