

Get ready for summer with water safety smarts and help put an end to drowning on April Pools Day 2018

Bradford West Gwillimbury, ON (March 9, 2018) – Families’ best bet for a safe and happy summer is ensuring everyone has effective water safety skills including proper lifejacket use. This is the message at the root of the 5th Annual Lifesaving Society “April Pools Day” event in the Town of Bradford West Gwillimbury.

April Pools Day is a free event taking place this year on Saturday, April 7 from 12:00-3:00 p.m. at the Bradford Lions Aquatic Centre of the BWG Leisure 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.

“We know that lifejackets – like seatbelts – save lives, but only if they’re worn,” says Teresa Taylor, Aquatic Supervisor for the Town of BWG. “Potentially half of all boating deaths might be prevented with the use of a lifejacket.”

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 in 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. Don’t miss the inflatable boat race competition at 2:00 p.m. when BWG Lifeguards take on the 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

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