



NEWS RELEASE

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The World's Largest Swim Lesson™ aims to prevent childhood drownings

THE WOODLANDS, TEXAS (June 21, 2023) – The Woodlands Township will take part in **The World's Largest Swimming Lesson™**, a global water safety event focused on childhood drowning prevention, on Thursday, June 22, 2023, from 2 to 4 p.m. (swim lesson occurring from 3 to 4 p.m.), at Rob Fleming Aquatic Center, 6535 Creekside Forest Drive, The Woodlands, 77389. This event is FREE for all attendees; however, attendees will be responsible for entrance fees if they wish to stay past the event hours.

The World's Largest Swimming Lesson™ (WLSL) will be taking place over the course of 24 hours at hundreds of aquatic centers, swim schools and waterparks on six continents. Tens of thousands of kids and adults at aquatic facilities around the world will unite for the 14th year in a row to spread the word *Swimming Lessons Save Lives™*.

Recent studies show that TEAM WLSL™ continues to make a difference. According to the American Red Cross, data from 2020 shows an increase in children's water competency and in the overall number of people taking swim lessons. But there's more work to be done. Research released by the American Academy of Pediatrics in 2021 shows drowning has become THE leading cause of unintended death for U.S. children ages 1-4 – ahead of car accidents, birth abnormalities and cancer. Not to mention, drowning is the third leading cause of unintentional injury-related death throughout the rest of the world. This issue is truly a matter of life and death for all kids and families, regardless of race, economics or geography.

The Woodlands Township Rob Fleming Aquatic Center will be serving as an official Host Location Facility for the 2023 WLSL event. Parents are invited to learn more about this phenomenal program by visiting WLSL.org.

About: **The World's Largest Swim Lesson™** was created to raise awareness about the importance of teaching children to swim to prevent childhood drowning. Since its inception, more than 354,000 children and adults have participated in WLSL Lessons generating more than 2.5 billion media impressions about the importance of learning to swim.

For more information, please contact The Woodlands Township at www.thewoodlandstowship-tx.gov or contact aquatics@thewoodlandstowship-tx.gov.



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