



Florida Swimming Pool Association
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For Immediate Release

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FSPA PARTNERS WITH WLSL™ TO MAKE A DIFFERENCE ON JUNE 24TH

(SARASOTA, Fla.) June 21, 2016 – On Friday, June 24th, 2016, tens of thousands of kids and adults at aquatic facilities around the world will unite for the seventh year in a row to make noise that *Swimming Lessons Save Lives*.™ A global event, The World's Largest Swimming Lesson™ (WLSL), will take place over the course of 24 hours at an estimated 500 locations in more than 20 countries. The Broward Chapter of the Florida Swimming Pool Association will be participating in the WLSL at The Swim Academy at Sagemont in Weston at 10am and at the Swim Academy at Paladin/Chesterbrook Academy in Pembroke Pines at 5pm.

Since its inception, more than 155,000 children and adults have participated in WLSL lessons generating more than half a billion media impressions about the vital importance of learning to swim. The 2015 WLSL event included 38,170 participants from 22 countries.

Tragically, drowning remains the leading cause of unintended injury related death for children ages 1-4, and the second leading cause of accidental death for children under 14. Research shows participation in formal swimming lessons can reduce the risk of drowning by 88% among children aged 1 to 4, yet many kids do not receive formal swimming or water safety training.

Parents are invited to learn more about this phenomenal event by visiting WLSL.org.

FSPA is a trade association for the Florida swimming pool and spa industry, and serves as the coordinating organization for 16 chapters with more than 670 members statewide. FSPA conducts approved continuing education classes for Florida licensees, sponsors one of the largest regional trade shows for the industry and requires its members to adhere to a code of ethics. FSPA members include swimming pool and spa builders, service companies, retail stores, manufacturers, distributors and firms allied with the aquatics industry. For more information please give us a call or visit www.FloridaPoolPro.com.

For additional pool rules and safety tips please contact the Florida Swimming Pool Association.

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