

PRESS RELEASE
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IS YOUR TOWN A 'NO-DROWN-TOWN'?

LOCAL SWIM SCHOOL TAKES PART IN ASSA'S NATIONAL WATER SAFETY INITIATIVE

Peak learn-to-swim authority, the [Australian Swim Schools Association \(ASSA\)](#), has announced their inaugural national 'No-Drown-Town' campaign, set for November 28 to December 4, 2016.

Nationally, ASSA member swim schools and their swimming families will actively participate in educational aquatic activities, as well as learn and live ASSA'S SAFER 'Layers of Protection' philosophy:

Swimming Skills

Adult Supervision

Fences & Gates

Emergency Plan

Reduce the Risk ... for SAFER swimming.

"The No-Drown-Town week encourages SAFER swimming, SAFER decisions, SAFER communities, and SAFER Australians, and we congratulate Swim Schools for taking the plunge, promoting and participating in this milestone event," ASSA President, David Urquhart, said.

ASSA says, the week-long water safety initiative, is a reminder to take care of those closest to you - especially in and around water - and is reflected in the No-Drown-Town mandate, which is:

1. If you Act Personally,
2. You'll Influence Locally, and
3. Affect Nationally.



These three No-Drown-Town ideals, are represented within the logo, and it's interconnecting, colourful links.

"The first link is vital to SAFER swimming and learning to swim, and is highlighted in red; this focuses on taking responsibility of your immediate family, and is seen as the highest priority," said ASSA CEO, Ross Gage.

"The next link is coloured blue, to reflect how water flows through communities. It also shows how our personal decisions can ultimately impact upon our local community, the neighbourhood, schools, and even Councils.

"Finally, the green link resembles the growth, strength and well-being of our country, standing unified to create a national, No-Drown-Town," concluded Mr Gage.

For further information, contact:

Ross Gage – ASSA CEO

M: 0419 280 460 / E: ross.gage@australianswimschools.org.au