



We are excited to announce that **Student Life's Department of Recreational Sports** has just joined USA Swimming Foundation's water safety initiative, Make a Splash. The USA Swimming Foundation launched Make a Splash in 2007 with the goal to teach every child to learn to swim. In order to accomplish this, we hope to spread awareness of the importance to learn to swim and be safe around water to every community in the country. A network of learn-to-swim providers has been created through the Local Partner Program to help spread this awareness message and join in our mission.

The USA Swimming Foundation's Make a Splash initiative also spreads the importance of water safety through the Make a Splash Tour, presented by Phillips 66. The tour was introduced in 2009 and has been hosted in 35 cities nationwide. The objective is to convey the message of water safety and education to a wide audience of parents, learn-to-swim providers, educators, community leaders and children.

The Make a Splash Local Partner Program provides the opportunity to make a difference in your community using the power of Make a Splash. We share the common goal of saving lives and getting children in better shape. Your program can take advantage of these great Local Partner benefits:

- Utilize the Make a Splash name and branding in your community to help drive awareness for your learn-to-swim and aquatic programs.
- Participate in an on-going, national marketing and public relations campaign along with the USA Swimming Foundation and its corporate and aquatic partners.
- Receive FREE promotional kit of materials to use in your community, including access to our Make a Splash Local Partner Resource Library which includes resource/promotional materials (with PSAs by Terrence Howard, Jim Ellis and a radio PSA by Corbin Bleu, templates for press releases, flyers, water safety day outline, Make a Splash images and videos, etc.) and promotional items: Make a Splash logo pins, tattoos, wristbands and water watcher cards.
- Access to a national learn-to-swim general liability insurance program with attractive benefits.
- Enhanced ability to raise funds in your community to help provide scholarships to children from economically-disadvantaged populations.
- Potential to apply for future grant dollars and/or scholarship support.

So far, we have more than 725 Partners in all 50 states and our current Partners have had more than 3 MILLION enrollments in their lessons since 2007. The USA Swimming Foundation, in

collaboration with our Make a Splash Local Partners, has provided more than 356,000 scholarships for swim lessons.

We are excited to add **Ohio State University's Department of Recreational Sports** to our network of local partners. If you would like additional information or have any questions regarding the USA Swimming Foundation's Make a Splash initiative, please do not hesitate to contact us!

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