



FOR IMMEDIATE RELEASE – TEMPLATE DRAFT

Media Contact:
[Contact's First & Last]
[Coalition Name]
[phone] / [email]
[website]

**Drowning Prevention and Water Safety for Parents in the XYZ Region
or State**

(Coaliton Name) provides parents in (State/Region) with water safety education, safety tips, and drowning prevention methods for their children based on NDPA's resources

[City, State](Month. Day, 2023) – (Coalition Name) is a proud member of the **(State, City, or Region)** community, striving to keep its residents and visitors safe from aquatic related incidents and unintentional drownings. Children are especially susceptible to the **(State, City, or Region)**'s water features including **(insert water features popular in region (ex: backyard pools, ponds, rivers, lakes, streams, etc..))**

According to the [National Drowning Prevention Alliance \(NDPA\)](#), drowning is the single leading cause of death for children ages 1-4 and the second leading cause of injury-related death for children up to age 14.

With the help of the NDPA's resources, statistics, and education, **(Coalition Name)**, is able to arm parents the knowledge needed to keep their children safer around water.

By implementing the 5 Layers of Protection and providing **(insert what the coalition brings to the region)**, **(Coalition Name)**, can help reduce the numbers of drowning and aquatic incidents in **(state, city, region)**.

Based on the CDC's National Center for Health statistics, **[(xyz state(s)) have (xyz #) of drowning deaths per 100,000 (Use the link [here](#) to look up your states/regions)**

“Insert quote from Coalition member about the tragedy of drownings in the region/state that made a big impact to do more for water safety”, First Last, Title or Affiliation, Coalition Name.

Due to the risk factors in the (state/region) like....(assess to water, natural disasters, regular water travel, lack of water safety legislation...etc) (Coalition Name), wants all parents to be prepared for an emergency.

About (Coalition Name)

Include a brief summary or mission statement of your coalition, include link to website if applicable.

About National Drowning Prevention Alliance (NDPA)

The mission of the National Drowning Prevention Alliance is “United, we can prevent the tragedy of drowning.” Through education, awareness, and advocacy, NDPA seeks to reduce the incidence of drowning and aquatic injuries in the United States and abroad and to address the single leading cause of death among children ages 1 to 4. To learn more, visit ndpa.org.