



**FOR IMMEDIATE RELEASE – TEMPLATE DRAFT**

Media Contact:

[Contact's First & Last]

[Coalition Name]

[phone] / [email]

[website]

**(Coalition Name) Becomes a Water Safety Champion for the (City Name) Community**

***(Coalition Name) becomes one of NDPA's Water Safety Champions to help address the rising drowning incidents in the U.S.***

**[City, State](Month. Day, 2023)** – Drowning can happen in as little as 30 seconds, in only 2 inches of water. **(Coalition Name)** saw the need for more education and advocacy for drowning prevention in the (city community) after the tragedies of many families dealing with losing a loved one due to a drowning or aquatic injury.

By becoming one of NDPA's Water Safety Champions, **(Coalition Name)** is helping solve one of the leading causes of unintentional deaths in the United States and helping its community stay safe.

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. The U.S. experiences an average of 11 fatal drownings per day and an average of 22 non-fatal drownings per day.

**"Insert quote from Coalition member about why they became a water safety champion," First Last, Title or Affiliation, Coalition Name.**

**(Coalition Name) is a water safety champion because they...(implement the 5 layers of protection, share water safety resources, etc....) Use this section to highlight what your coalition does for your community.**

“Insert another quote from a community member about why they appreciate the work you do for the community”, First Last, Title or Affiliation, Coalition Name.

**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](http://ndpa.org).