



Saturday, May 21, 2016

Join Us for the Fifth Annual  
**National Learn to Swim Day!**

## WANT TO HOST A NATIONAL LEARN TO SWIM DAY EVENT? FOLLOW THESE TIPS!

### CHOOSE AND BOOK A VENUE

Contact your local public pool, community pool or YMCA and book a location for your event.

### BRING IN THE EXPERTS

The following people and organizations have the tools and resources you need. Reach out and invite them to speak or perform a demonstration at your event regarding learning to swim and water safety.

- YMCA pool staff
- Lifeguards
- Swimming coach
- Emergency Services

### SPREAD THE WORD

Once you have your venue and suitable speakers it's time to promote your event!

- Use one of our event posters and place it in high traffic areas.
- Email invitations to your friends and other contacts.
- Create a Facebook event.
- If an expert will be there, let people know! Having an expert attend will really help your event attendance. People are looking for expert advice.
- Contact your local newspaper, television, or radio station for media coverage.

### REFRESHMENTS

When you know how many people plan to attend your event, consider providing food and drink. Keeping your attendees refreshed and nourished will ensure energy remains high throughout the day. Bottled water, chips, or trail mix will keep everyone happy. If you have the budget, have the event catered.

### PROVIDE ENTERTAINMENT

Whether it's music, pool games, poolside games, or even coloring sheets—think of something for everyone so no one gets bored!

### ESTABLISH RULES

Make sure your attendees stay safe. At the start of your event, communicate the rules of the pool where your event is being hosted. Post rules around the area and ensure they are followed. If everyone follows the rules, the event will be fun and safe for all involved!