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## **Arizona Unites to Wear Purple Ribbons and Prevent Child Drownings**

*“Drowning Impact Awareness Month” is Arizona’s Most Unified Prevention Effort*

PHOENIX, Ariz. (July 20, 2010) – The numbers are grim: **between 2000 and 2007, 243 Arizona children drowned.** Drowning is the second leading cause of injury-related death for all children in Arizona between 2000 and 2007, and top cause for children between one and five. **To date this year in Maricopa County alone, nine of the 55 children involved in water-related incidents have died.**

Going into August, the risk is likely to increase. Scorching weather and the changes in routine that come with back-to-school can cause distraction for parents. And in as little as four to six minutes under water, significant neurological injury can occur to a child.

But Arizona is a state of resourceful and determined citizens – it takes toughness to live in 115 degree weather, after all. And a simple, tiny purple ribbon is a symbol of our resilience and determination.

Arizonans unite this August, with the **Seventh Annual “Drowning Impact Awareness Month” effort.** The statewide purple ribbon campaign encourages awareness and action, and is coordinated by Phoenix Children’s Hospital.

This year, the campaign will include:

- More than 40,000 purple ribbons already distributed to supporters statewide.
- Formal proclamations signed by Governor Brewer and Mayors across the state, many presented at local Council meetings.
- More than 1,153 purple ribbons tied in the trees in front of Phoenix Children’s Hospital, to represent the number of children involved in water related incidents in Maricopa County since January of 2000.
- Banners and signs, donated and produced by SRP Safety Connection, hanging in public safety buildings, libraries, La-Z-Boy Furniture Galleries stores, and YMCA’s throughout Maricopa County.
- Involvement, support and educational events from businesses, schools, and the Drowning Prevention Coalition of Arizona.

**EDITORS NOTE: Media are welcome at the Drowning Impact Awareness Month kick-off on Tuesday, July 27th, 9:30 a.m., at Phoenix Children's Hospital, where fire engines from multiple cities will be present. The Hospital is located at 1919 E. Thomas Rd., Phoenix, 85016. Media parking is available on the east side of the Rosenberg Medical Plaza, just South of the main hospital entrance.**

### **About Phoenix Children’s Hospital**

Phoenix Children’s Hospital is Arizona’s only licensed, freestanding children’s hospital, providing world-class care in more than 40 pediatric specialties to our state’s sickest kids. Though Phoenix Children’s is one of the ten largest children’s hospitals in the country, rapid population growth in Arizona means the Hospital must grow as well. Phoenix Children’s recently announced 50 percent completion of a \$588 million expansion plan to bring its special brand of family-centered care to even more patients and families. The plan includes a significant upgrade to the Hospital’s current campus, an aggressive physician recruitment effort, and new satellite centers in high growth areas of the Valley. For more information, visit the Hospital’s Web site at [www.phoenixchildrens.com](http://www.phoenixchildrens.com).