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## NEWS RELEASE

### **Southwest Ambulance teams up with Phoenix Children's Hospital and Valley public safety providers to promote water safety**

Collaboration part of Southwest Ambulance's Tradition of Caring

As part of the company's on-going efforts to prevent child drownings, Southwest Ambulance is proud to be part of PCH's 2009 Water Safety Day on Tuesday, March 24 from 9 a.m. to 1:30 p.m. at Mesa Community College, 1833 W. Southern Ave., in Mesa.

More than 1,200 first-grade students from throughout the Valley will enjoy an opportunity to gain an up-close look at the company's Drowning Awareness Ambulance and learn more about Southwest Ambulance's Pool Pack Program.

"We are pleased to provide our support to a unified effort that has resulted in a positive impact Valley-wide," said Roy Ryals, director of emergency medical services and a paramedic with Southwest Ambulance. "The importance of water safety can never be overstated."

The Pool Pack Program demonstrates Southwest Ambulance's continued commitment to drowning prevention. The program raises community awareness about adult supervision of children around water, promotes CPR education and provides low-income families with funding for swim lessons. Since the program's inception, Southwest Ambulance has donated more than \$200,000 to Valley parks and recreation programs. In 2009, Southwest will donate more than \$41,000 to several Valley cities, including Casa Grande, Chandler, Florence, Gilbert, Glendale, Goodyear, Mesa, Peoria and Surprise so that these communities can offer free or reduced-cost swim lessons to families in need. To date, nearly 12,000 children and adults have reaped the benefits of the Pool Pack Program.

Valley residents interested in finding out how they can take advantage of swim lessons offered through the Pool Pack Program should contact their local city Parks and Recreation department.

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Southwest Ambulance - A Tradition of Caring