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## MEDIA ADVISORY

June 21, 2010

### **Drowning Prevention Event to Focus on Community Pools Apartment/Community Pools Have Unique Issues**

**What:** Salt River Project, the Arizona Multihousing Association and Drowning Prevention Coalition of Arizona will join residents of the Escala apartment complex in Phoenix to highlight the critical need for heightened awareness around community and apartment pools this summer.

Apartment and community pools have their own unique characteristics such as residents who prop open gates and individuals swimming in a pool who don't know one another and are not communicating with each other. Other more common factors such as families deciding to stay home instead taking vacations and utilizing pools more often could lead to more drownings.

In light of the drownings and near drowning, (most recently a near drowning at a Valley apartment complex pool last week) the three agencies have teamed up to create and distribute additional pool safety signage for apartment and community pools. The signage will encourage residents to watch children around pools, learn CPR and call 911 in case of an emergency.

“A community pool is usually filled with adults and children having a great time, but there are many distractions as well. These signs will serve as a reminder that an accident can happen at any given time.” said Dewey Leitch who oversees the SRP Safety Connection program.

The signs will be distributed through the AMA and SRP business customer service.

**When & Where:** **Join us at 9 a.m., Thursday, June 24 at the Escala apartment complex pool at 3606 E. Van Buren in Phoenix for the informational event and unveiling of the signs.**

**Speakers: Phoenix Fire Capt. Jay Arthur representing DPCA, SRP Safety Connection Representative Dewey Leitch and xxx with Escala.**

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