

# DROWNING PREVENTION

## COALITION OF CENTRAL ARIZONA

FOR IMMEDIATE RELEASE

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### DROWNING PREVENTION COALITION OF CENTRAL ARIZONA RECOGNIZES LOCAL VISIONARIES

Vision is the key ingredient which gives leaders the ability to create change. In a state which knows all too well the impact of child drowning tragedies, the Drowning Prevention Coalition of Central Arizona is recognizing local visionaries who have made a difference in Arizona's fight to prevent child drownings.

"There have been too many tragedies involving children and water," says Lori Schmidt, President of the Coalition. To date, fifteen children have drowned in Maricopa County. "We must remember the impact of these tragedies, but also those who help to prevent them."

Three awards were presented for outstanding work in the community in 2007:

- **Banner Children's Hospital** was recognized with the prestigious "Presidents Award," for their support in renovating and re-launching the Coalition's website, [www.preventdrownings.org](http://www.preventdrownings.org)
- **ABC Channel 15** was recognized with the "Media Organization Award," for their outstanding work in creating awareness and education related to child drowning prevention.
- **La-Z-Boy Furniture Galleries** was recognized with the "Business Award" for their ongoing work in the community, such as the "Tubby Tag" bathtub drowning prevention campaign.

Additionally, the group recognized Captain Jay Arthur of the Phoenix Fire Department for with the "Advocacy" award for his work in drowning prevention, and Ed Swift of Swift Office Solutions received the Linda S. Kirby "WATER" award (standing for Willingness, Attentive, Tenacious, Enthusiastic, and Resourceful) for his steadfast water safety work.



DPCCA President Lori Schmidt, presents the Advocacy Award to Captain Jay Arthur



La-Z-Boy managers receive Business Award



**Banner Children's Hospital receives the President's Award from DPCCA President Lori Schmidt, Board Member Tracey Brown and Board Member & Past President, John Harrington.**

For more information about the Drowning Prevention Coalition of Central Arizona, Drowning Impact Awareness Month, or the work of these organizations, visit [www.preventdrownings.org](http://www.preventdrownings.org).

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The Drowning Prevention Coalition, a community based organization comprised of parents, health and safety professionals and business leaders, exists to provide a forum to prevent drowning and near drowning through the promotion of education, legislative action and enhanced product safety. Check out our website at [www.preventdrownings.org](http://www.preventdrownings.org) for more information.