



PRESS ROOM
Press Room



PRESS RELEASE

Contact: Heather Walma
Work: (719) 785-2728
hwalma@pparc.org

Monday, May 21, 2007

FOR IMMEDIATE RELEASE

THE PIKES PEAK RED CROSS HAS COOL TIPS FOR A HOT SUMMER OF FUN

Colorado Springs, CO – Soon, everyone on the front range will have one thing in mind – how to stay cool under the hot summer sun. If you're like most people, when the temperature starts to soar, you think about heading to the coolest place in town, the pool or the beach. But before you go, the Pikes Peak Red Cross wants to remind you that a cool dip could leave you in hot water if you don't practice water safety.

"We are all looking forward to a lot of fun with our family and friends this summer," says Paul Koch, Pikes Peak Chapter. "We just have to remember it's not fun if it's not safe. With a little planning and a few safety rules, we can all beat the heat and enjoy ourselves at the same time."

Remember these simple tips for a great way to cool down in the water:

- **Learn to swim and swim well.** Contact the Pikes Peak Chapter for information on learning how to swim.
- **Never leave small children unattended near water** – not even the bathtub – not even for a moment! Adults should practice "reach supervision," which means to always be within arm's length when a child is near water in case of emergency.
- **Keep lifesaving gear handy.** Always have on hand a lifejacket, rope, pole or other object that can be thrown to a person in trouble. Remember to have a first aid kit, cordless phone and emergency contact information by the pool.
- **Know when it's too dangerous.** If you, or someone you are swimming with, appear to be too cold, too far from safety, been exposed to too much sun, or had too much strenuous activity, it is time to head for shore or signal for help.
- **Eliminate temptation.** Backyard pools should have self-closing, self-latching gates that remain locked when the pool is not being used. Kiddie pools should be emptied and toys removed immediately after use. Empty water pails and buckets so small children cannot fall in and drown.
- **Know what you're getting into.** Check local tides, current and other condition which could be dangerous before entering open bodies of water.
- **Alcohol and water doesn't mix.** Never drink alcohol while swimming or boating.

For more information on summer safety tips or Learn to Swim classes, contact the Pikes Peak Chapter at (719) 632-3563 or log on to www.pparc.org

The American Red Cross helps people prevent, prepare for and respond to emergencies. Last year, almost a million volunteers and 35,000 employees helped victims of almost 75,000 disasters; taught lifesaving skills to millions; and helped U.S. service members separated from their families stay connected. Almost 4 million people gave blood through the Red Cross, the largest supplier of blood and blood products in the United States. The American Red Cross is part of the International Red Cross and Red Crescent Movement. An average of 91 cents of every dollar the Red Cross spends is invested in humanitarian services and programs. The Red Cross is not a government agency; it relies on donations of time, money, and blood to do its work. Contributions to the American Red Cross may be sent to American Red Cross Pikes Peak Chapter, 1040 S. 8th Street, Colorado Springs, CO 80906.

###