



LIFESAVING SOCIETY®

*The Lifeguarding Experts*

Alberta and Northwest  
Territories Branch

June 4, 2019

Dear Mayors and Reeves of Alberta,

Canada faces a major problem – and a preventable one: Almost 500 people die every year from drowning. On behalf of the Lifesaving Society Alberta and Northwest Territories Branch, I am writing to ask that you proclaim July 21-27, 2019 as NATIONAL DROWNING PREVENTION WEEK in your Municipality.

The Lifesaving Society is a national, charitable organization working to prevent drowning and reduce water-related injury through our training programs, Water Smart® public education, drowning research and aquatic safety standards. The Lifesaving Society certifies Canada's National Lifeguards.

National Drowning Prevention Week is one of the Society's leading public education initiatives, with events taking place across the country to focus media and community attention on the drowning problem and drowning prevention. During this week, the Society urges individuals to:

- Supervise children in and around the water.
- Refrain from drinking alcoholic beverages while participating in aquatic activities.
- Wear a lifejacket when boating.

If every Canadian followed these steps, we could greatly reduce Canada's drowning rate.

A proclamation from you would give greater exposure to our lifesaving efforts to residents of your Municipality. I hope you will consider our request.

If you have any questions, please contact me at the Lifesaving Society Alberta and Northwest Territories Branch at (780) 415-1755 or [experts@lifesaving.org](mailto:experts@lifesaving.org).

Sincerely,

Mr. Kelly Carter  
Executive Director

[Reg. Charity No. 11912 9021 RR0001](#)

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