

From: Kelly Carter [<mailto:kellyc@lifesaving.org>]
Sent: June 29, 2020 3:39 PM
To: Craig Copeland <CCopeland@coldlake.com>
Subject: National Drowning Prevention Week Proclamation



June 29, 2020

His Worship Craig Copeland
City of Cold Lake
5513-48 Avenue
City of Cold Lake, Alberta T9M 1A1

Dear Mr. Copeland,

Canada faces a major problem – and a preventable one: over 400 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 19-25, 2020 as NATIONAL DROWNING PREVENTION WEEK in City of Cold Lake.

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 behaviors that may result in intoxication 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 the City of Cold Lake would give greater exposure to our lifesaving efforts to residents of City of Cold Lake. I hope you will consider our request.

If you have any questions, please contact me at kellyc@lifesaving.org

Sincerely,

Kelly Carter
Chief Executive Officer