



*****MEDIA ADVISORY*****

For Immediate Release

**Contact: Alissa Lean
Phone: (208) 841-4036**

WATER IS EVERYWHERE IN IDAHO!

Education About Safe Water and Safe Pools is a Must for Safe Kids

- Who:** Safe Kids Treasure Valley, with lead organization St. Luke's Children's Hospital, will team up with Custom Patios and Pools, Ada County Paramedics, Cascade Raft and Kayaking Company, Prestige Water Sports, and the Treasure Valley YMCAs to educate parents and children about the importance of water safety.
- What:** To celebrate National Safe Kids Week 2006 (May 6-13), Safe Kids Treasure Valley will host a free Safe Water and Safe Pools for Safe Kids education event. The event will include interactive activities and displays to educate parents, caregivers, and children about drowning, water safety, and drain entrapment prevention. Various activities will demonstrate how parents and caregivers can teach children about water and drain safety.
- Where:** West Family YMCA & Boise City Aquatic Center
(located near Chinden and Cloverdale)
5959 N. Discovery Way
Boise, ID 83713
- When:** Saturday, May 13
1:00 to 4:00 pm
- Why:** Idaho is a beautiful state that offers a lot of recreational activities in and around our lakes, streams, and various water sources, which creates a great mix for both fun and danger. Drowning is the number two leading accidental injury-related killer of children ages 1 to 14. For this very reason, it is extremely important to educate kids about water safety in all water venues – from backyard pools and hot tubs to canals and streams to rivers and lakes to local neighborhood ponds.
- Parents and caregivers need to teach children about every aspect. Through public awareness activities like National Safe Kids Week, Safe Kids Treasure Valley seeks to educate parents and caregivers about potential risks to children and adults' role in preventing injuries.
- Great opportunity for photos and interviews – a variety of experts will be available.

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Safe Kids Treasure Valley works to prevent accidental childhood injury, the leading killer of children 14 and under. Safe Kids Treasure Valley is a member of Safe Kids Worldwide, a global network of organizations dedicated to preventing accidental injury. Safe Kids Treasure Valley was founded in 1996 and is led by St. Luke's Children's Hospital.