

Media Advisory



Aurora earns 'Swim to Survive' grant

Lifesaving Society program to be delivered to local grade three students

AURORA (October 11, 2018): Swimming is an essential life skill in Canada – in particular for kids who not only have to stay safe, but be active in and around water. The Lifesaving Society's 'Swim-to-Survive' program defines the minimum skills required to survive an accidental fall into deep water, and provides the appropriate training.

On October 2nd, Activate Aurora and the Mayor's Task Force on Physical activity were notified that Aurora was selected as a grant recipient to deliver this program to local grade three students.

"We are proud to bring 'Swim to Survive' to Aurora for the first time," said Activate Aurora Chair, Ron Weese. "The safety of our kids in the water and the skill-building nature of the program is critical for not only safety, but enjoyment."

Both organizations prepared the grant application, and worked with the Town's Community Services Department, who donated over 80 hours of unused pool time to Swim to Survive. The \$9,549 Lifesaving Society grant will cover the costs of qualified instructors, and help with transportation of 607 children to and from each participating school.

"This is what the Mayor's Task Force was designed to do," said Mayor Geoffrey Dawe. "It served to break down barriers so that the Town and the School Boards could work closely together for the benefit of the Community and use Town facilities during school hours when the Community pools are available for use."

"Most importantly," he continued, "it is my hope that we can continue this program for years to come so that every child in Aurora is safe in the water, and can enjoy aquatic activity throughout their lives."

WHAT:

Local media, elected representatives and other interested parties are invited for photos and interviews.

WHO:

Mayor Geoffrey Dawe; Ron Weese, Chair of Activate Aurora; Barbara Byers, Director of Public Education, Lifesaving Society; representatives from the YRDSB and YCDSB

WHERE:

Stronach Aurora Recreation Complex, 1400 Wellington St. E., Aurora

WHEN:

Monday, October 15th, 2018 • 1:00 p.m.



For further information, please contact:
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About Sport Aurora:

Founded in 2005, Sport Aurora is a not-for-profit corporation that supports and develops high-quality sport and recreation opportunities. They advocate on behalf of member organizations to increase participation, build capacity and celebrate excellence. Sport Aurora now represents 31 sport organizations, with a volunteer base of more than 2,500, and a player base of nearly 10,000 from ages of 3 to 80. Sport Aurora has also helped develop the municipal Parks and Recreation Master Plan, continues to provide leadership and guidance, and has become the "voice" of Sport in the Town of Aurora. For more information, visit <http://www.sportaurora.ca/>

About Activate Aurora:

Activate Aurora is on a mission: to make Aurora "Canada's Most Active Community" through education, activities and awareness. This Ontario Trillium Foundation (OTF) funded program was designed by Sport Aurora with the guidance of the Canadian Sport for Life Society, and is endorsed – and supported – by the Mayor's Task Force on Physical Activity. The Activate Aurora team includes representatives from diverse areas of interest: local sports organizations, education, parks & recreation, seniors and health care. For more information, visit <https://activateaurora.com/>