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FOR IMMEDIATE RELEASE

North Suburban YMCA Receives Grant to Promote Safe Swimming Skills

Local Y Included in National Program for Adult Swim Instruction

Northbrook, IL: December 2017 – The North Suburban YMCA has received a grant from the Swimming Saves Lives Foundation (“SSLF”), the charitable arm of U.S. Masters Swimming. The grant is part of a nationwide program to promote adult learn-to-swim initiatives, improving safety and health for people of all ages.

The NSYMCA is one of 52 programs that will share in nearly \$120,000 in funding from SSLF, the largest amount given in a single year by the foundation. SSLF has distributed \$430,000 since 2012 to swim-lesson providers and programs that work with adult clients. In 2017 SSLF, which is the charitable arm of U.S. Masters Swimming, supported 38 programs with \$88,000 in grant funding.

“The foundation’s growth is attributed to many things, including the number and size of the donations,” says SSLF Board of Trustees Chair Jay DeFinis. “But what we’re really excited about is the increase in the number of qualified applicants. Swim-lesson providers are understanding how important it is to reach out to adults—the moms and dads who bring kids to swim lessons—so that whole families can enjoy the water together safely. We’re proud that the foundation is able to work with so many worthy programs in 2018.”

More than a third of adults in the United States can’t swim the length of a 25-yard pool, according to the Centers of Disease Control and Prevention, putting them at risk of becoming one of the 10 people who drown every day in the US. Additionally, research from the USA Swimming Foundation and the University of Memphis shows that a child coming from a non-swimming household has only a 19 percent chance of learning to swim. SSLF aims to reduce risks like these by helping to make swimming lessons accessible and effective for as many adults as possible.

The North Suburban YMCA has been a leader in swim instruction in the northern suburbs for 50 years. The Y takes a proactive stance on the importance of water safety, offering classes for every age group beginning at six months. The NSYMCA makes swim lessons accessible to all: teachers are available to

teach in multiple languages, expert instructors provides services for individuals with special needs, and financial assistance is offered to those in need through the Y's Strong Kids Fund.

The Y is also preparing to launch a new initiative as part of its 2018-19 50th Anniversary Celebration Campaign called "2 Seconds 2 Long," which will provide free water safety lessons to second graders in the Y's service communities. The new SSLF grant will enable the Y to expand its programs for adult learners as well.

All grant awards include swim-instructor education from USMS. The USMS Adult Learn-to-Swim Instructor Certification Program was launched in 2015 and, to date, more than 1,100 instructors have been certified. USMS-certified ALTS instructors are trained in techniques and methods that work best for adult learners.

"We are excited by the potential of this grant to help us reach adults needing help in our community," noted Howard Schultz, CEO/President of the North Suburban YMCA. "Water safety is fundamental to the mission of our aquatics program. We know that teaching adults to swim not only protects them, but has a positive ripple effect that impacts their children."

Registration is now open for swim classes and other programs in the NSYMCA Winter and Spring Sessions. To view a program guide and register, visit www.NSYMCA.org.



Photo Caption: The North Suburban YMCA has received a grant to support adult swim education to improve water safety for all.

About the [North Suburban YMCA](http://www.NSYMCA.org)

Celebrating its 50th Anniversary in 2018, the North Suburban YMCA provides individuals in Northbrook and the surrounding areas with programs and tools that help them become healthier, more connected, and confident. We believe that lasting personal and social change can only come about when we all work together to invest in our community and each other. Every day we work side by side with our neighbors throughout 15 surrounding communities to make sure that everyone, regardless of age, income, or background, has the opportunity to learn, grow, and thrive. We focus on Youth Development, Healthy Living, and Social Responsibility. The NSYMCA is a charitable organization, inclusive and welcoming to all in our community. Learn more at [NSYMCA.org](http://www.NSYMCA.org).

