

FOR IMMEDIATE RELEASE

Water Country to Participate in the World's Largest Swimming Lesson

Help Break a Guinness World Record and be a Part of This Amazing Life-Saving Event

[Portsmouth, NH] -- On Tuesday, June 18th, 2013, Water Country will be joining forces with the nation's top water safety and training organizations to present **The World's Largest Swimming Lesson™ (WLSL)** to build awareness about the vital importance of teaching children to swim to help prevent drowning. Water Country will be hosting a local WLSL lesson alongside thousands of adults and children in water parks, pools and other aquatic facilities around the globe simultaneously at 11am Eastern Time in an attempt to break the Guinness World Record.

Team WLSL holds the current *Guinness World Record* for the largest simultaneous swimming lesson, which stands at 24,873 participants representing 15 different countries across five continents! The 2012 WLSL event generated more than 29 million media impressions, spreading the event's important message to hundreds of thousands of families.

“Water Country is participating in the WLSL because it is a great program that promotes water safety for all ages just like we do,” said Mike Fijas, General Manager of Water Country. “So many people enjoy water activities of all sorts and everyone needs to be safe while having their water fun. Swimming lessons are the number one thing people can do for themselves and their children to make sure they're safe in and around the water.”

Swimming is a life-saving skill for children and a vital tool to prevent drowning, the second leading cause of unintended, injury-related death for children ages 1-14. Research shows if a child doesn't learn to swim by the third grade, they likely never will. **The World's Largest Swimming Lesson™** was created to serve as a platform to help local community aquatic facilities, different national, regional and state wide water safety and drowning prevention organizations work together. This is an important story to tell on a local and national level. Parents are invited to learn more about this phenomenal event by visiting WLSL.org.

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