



Aqualines

Lifesaving news for Nova Scotians

5516 Spring Garden Road • 4th floor • Halifax, Nova Scotia • B3J 1G6 • Tel: 902-425-5450 Ext. 331 • Fax: 902-425-5606
Email: experts@lifesavingsociety.ns.ca • Website: www.lifesavingsociety.ns.ca



Society partners with NSLC on Water Safety Campaign

On July 6, the Nova Scotia Liquor Corporation (NSLC) launched its second annual Water Safety Campaign in conjunction with the Lifesaving Society, Nova Scotia Branch. The focus of this campaign is to ensure people are aware of the potential dangers of consuming alcohol while enjoying water activities and to encourage

them to drink responsibly. The NSLC also partnered with the Lifesaving Society on a water safety campaign for the summer of 2005.

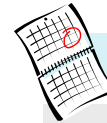
"I'm very pleased to be working with the NSLC on this water safety campaign," said John Strickey, Executive Director of the

Lifesaving Society, Nova Scotia Branch. "Our goal is to show that water and alcohol don't mix and to remind everyone to enjoy the water safely this summer."

"Partnering with the premier organization in Nova Scotia responsible for water safety, the Lifesaving Society, will help ensure this powerful message is delivered effectively," said Bret Mitchell, NSLC President & CEO.

The campaign was announced at the Waegwoltic Club in Halifax. As part of the announcement, NSLS lifeguards performed demonstrations of the effects of alcohol consumption around water.

The province-wide campaign messaging will include print media and instore advertising by the NSLC along with distribution of a collectible series of coasters. The campaign will also be profiled at Nova Scotia Lifeguard Service supervised beaches and many in-door aquatic facilities.



Lifesaving Calendar

July 16-23	National Drowning Prevention Week
July 18	Surf League Round 2 All Women's Lifeguard Competition Clam Harbour
July 22	Surf League Round 3 Rissers Beach
July 30	Junior Lifeguard Competition Melmerby Beach
August 5	Surf League Round 4 Inverness Beach
August 12	Junior Lifeguard Competition Melmerby Beach
August 19	Open Water Swim Kearney Lake
	Surf League Round 5 Martinique Beach
August 27	Last day of NSLS supervision (All except Aylesford and Lawrencetown)
August 25-27	Canadian Surf Lifesaving Championship Winnipeg, Manitoba

For more information on Surf League, visit <http://surfleague.nsls.ns.ca>

Be WaterSmart® this Summer

Drowning is the second leading cause of unintentional deaths for Canadians under 60 years of age, surpassed only by motor vehicle collisions. That is why the Lifesaving Society Nova Scotia branch and its partners are committed to encouraging Water Smart practices. To further reduce drownings in Canada, the Lifesaving Society recommends that all Nova Scotians:

- Always wear a PFD or lifejacket
- Never drink and boat or swim
- Always watch young children near water
- Swim with a buddy
- Never dive into shallow water
- Swim to Survive-learn the standard
- Supervise backyard pools

Summer Program Coordinators – Ready to provide support for our Summer Affiliates

The Lifesaving Society is pleased to announce the appointment of two summer coordinators for 2006; Diana Gillis and Debbie Purvis.

Diana Gillis is based out of the Kiwanis pool office and can be reached at 902-371-0334.

Debbie Purvis can be reached at the LSS office (425-5450 ext. 320) or at 209-9147.

These coordinators will be working with seasonal affiliates throughout the province, providing them with support on programming swim options for their facilities as well as providing on-site visits. Facility visits will focus on safety standards and the development of the Water Smart

program to help ensure a safe and enjoyable summer swimming season for everyone. The Summer Program Coordinators will be sending information packages out to all our seasonal affiliates and will be contacting all affiliates to arrange scheduled visits to provide support for your summer programs.

This year we have also appointed a public relations coordinator, **Ashleigh VanHouten**. Ashleigh will be assisting in our many events and projects this summer, including National Drowning Prevention Week. You can reach Ashleigh at ashleigh@lifesavingsociety.ns.ca, or at 209-9124.

Aqualines

Aqualines is a free publication of the **Lifesaving Society Nova Scotia Branch**. For more information on **Lifesaving Society** initiatives and programs, visit www.lifesavingsociety.ns.ca