

# LifeCycle Swim School

## FOR IMMEDIATE RELEASE:

Media Contact:

Jennifer May

LifeCycle Swim School, Montclair, NJ

201-320-0696 / [jen@lifecycleswimming.com](mailto:jen@lifecycleswimming.com)

[www.lifecycleswimming.com](http://www.lifecycleswimming.com)

## LifeCycle Swim School Offers Robust Drowning Prevention Services for Summer

### *Safety-Focused LifeCycle Swim School Promotes National Water Safety Month*

**Montclair, NJ, May 1, 2023** - May is [National Water Safety Month](#), and [LifeCycle Swim School](#) of Montclair, NJ is joining in the effort to raise awareness about the importance of water safety. As the weather warms up and people start to spend more time in and around the water it's crucial to understand how to stay safe.

LifeCycle Swim School provides families in and around Montclair with high-quality water safety education and swim lessons. We're making extra efforts this summer because, due to the pandemic, we've seen that many children are behind on their swimming skills.

"We're committed to ensuring that everyone in our community understands the importance of water safety," said Jennifer May, Owner of LifeCycle Swim School. "By providing education, swim lessons and resources, we hope to prevent drownings and other water-related accidents."

According to the Centers for Disease Control and Prevention ([CDC](#)) drowning is the leading cause of unintentional death for children ages 1-4, and the number two cause of death for children ages 5-14. However, drowning can happen to anyone, regardless of age or swimming ability. No one is "water safe."

To promote water safety, we're offering a variety of services and events:

- Expanded availability of swim lessons for all ages and levels, including adults.
- Home Pool Safety Inspections to help homeowners improve the safety of their pools.
- A [Summer Water Safety Toolkit](#) is available on our website, including free downloadable resources such as Water Watcher tags and summer vacation safety tips.
- A robust water safety social media campaign throughout the summer.

In addition to these offerings, we're partnering with local businesses to provide two water safety workshops. For families with new children, we're offering an infant-focused workshop at

[Montclair Baby](#) on June 3 at 1:00 pm. For families with older toddlers, we're conducting a workshop at [Kidville of Montclair](#) on June 3 at 10:00 am.

We're reminding residents to take steps to stay safe in, on, and around water this summer:

- Never leave children unattended near or in water, even if they're wearing a life jacket, and even if they "know how to swim." Caregivers, not lifeguards, are a child's first line of defense to prevent accidents.
- Stay arm's distance from inexperienced swimmers, even if they're wearing a life jacket.
- Avoid even minor distractions like chatting or cell phones when watching swimmers. It takes less than 30 seconds for a child to drown.
- Learn rescue breath CPR and basic first aid.
- Check the weather and water conditions before swimming or boating.
- Obey all signs and warnings at beaches, lakes, and other bodies of water.
- Enroll children in yearly swim lessons, at least through age fourteen.

[National Water Safety Month](#) is an annual awareness campaign coordinated by the [Pool and Hot Tub Alliance](#), the [American Red Cross](#), the [National Recreation and Park Association](#) and the [World Waterpark Association](#). The campaign aims to raise awareness about the importance of water safety and provide education and resources to prevent fatal drownings and other water-related accidents that can lead to permanent damage.

#### **About LifeCycle Swim School**

[LifeCycle Swim School](#) provides premium water safety education, survival swimming and swim skill instruction to Montclair and surrounding communities.

Contact:

Jennifer May, Owner, LifeCycle Swim School

Montclair, NJ

201-320-0696

[jen@lifecycleswimming.com](mailto:jen@lifecycleswimming.com)

###