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# PRESS RELEASE

For immediate release through June 20, 2014

## **World's Largest Swim Lesson event at Splash Montana this Friday**

Splash Montana and Team WLSL™ Prepare to Set Fifth Straight World Record

On Friday, June 20, tens of thousands of participants from hundreds of locations around the globe are teaming up to help prevent childhood drowning by spreading the word *Swimming Lessons Save Lives™* at the kickoff to the first day of summer. The international team, made up primarily of kids, will unite for the fifth year in a row to set a new *Guinness World Record* for the largest swimming lesson ever conducted.

Splash Montana will host Missoula's WLSL 2014 event at 9 a.m. on Friday. Admission is \$5 and includes the group swim lesson, early admission to Splash Montana, and discounts at the Crazy Creek Café.

Team WLSL holds the current *Guinness World Record* for the largest simultaneous swimming lesson, which stands at 32,450 participants hosted by 432 facilities in 13 countries. Parents are invited to learn more about this phenomenal event by visiting [WLSL.org](http://WLSL.org).

Tragically, drowning remains the leading cause of unintended, injury-related death for children ages 1-5, and the second leading cause of accidental death for children under 14. Research shows participation in formal swimming lessons can reduce the risk of drowning by 88 percent among children aged 1 to 4, yet many kids do not receive formal swimming or water safety training.

**About The World's Largest Swimming Lesson™**

**The World's Largest Swimming Lesson™** was created as a platform to help aquatic facilities and the many different regional, national and international water safety organizations work together to communicate the fundamental importance of teaching children to swim. Visit [www.wlsl.org](http://www.wlsl.org) to learn more.

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