



Why Support Strong Kids Campaign?

Strong Kids Campaign creates Strong Aquatics Programs!

According to the CDC in **ONE YEAR**:

- 3,500 people die from unintentional drowning
- 1 in 4 is under 14, for every one child who dies, 4 more seek ER treatment for near drowning
- Drowning is 2nd leading cause of death in children under 14
- A minority child is 3 times more likely to drown than a white child

In **ONE MONTH** at the Champaign County YMCA:

- 1857 people use the large pool
- 1450 people use the small pool
- 175 kids take swim lessons
- 218 adults participate in water exercise programs
- 400 people have learned water safety
- 120 swimmers participated in swim team

According to the CDC the two best things we can do to change these outcomes is teach children to **swim and learn CPR**. The Y does both, every day. Every gift to the Strong Kids Campaign strengthens the Aquatics programs and teaches youth to swim, provides vital water exercise to seniors, and gives our kids a chance to shine in Heat Swim Team. It is an investment in your community!