

**National Water Safety Month is in MAY**  
**Show Your Whole Community You Care About Their Safety!**

**Plan a Press Conference**  
**It's Easy! Just follow these steps...**

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**1 Choose and secure venue and date**

Library ~ YMCA ~ Town Hall ~ City or County Building

**2 Choose and secure a speaker who will attract local media**

Politician ~ Legislator ~ Mayor ~ Athlete ~ Local Celebrity

**3 Create list of invitees**

Local organizations ~ Pool operators from local hotels, condos, camps, waterparks ~ Swim Clubs ~ Schools ~ Camps ~ Pool and spa professionals (builders, service, retailers)

**4 Develop Agenda**

Click [here](#) for sample agenda

**5 Create media list and send invitations**

E-mail ~ Phone calls ~ Fax  
Click [here](#) for sample e-mail invitation

**6 Obtain sponsor funding, if desired**

**7 Order refreshments**

**8 Order consumer give-aways** (*click on give-away to get more info*)

[Safe Swimmer wristbands](#) ~ [Water safety brochures](#) ~ ["Pool Safely" materials](#)

