Greetings [insert name],

Every hour, every day, more than 40 people lose their lives to drowning. 372,000 people drown each year, with those under 5 years old at greatest risk. Globally, over half of all drowning deaths are under 25 years old. Drowning is the 3rd leading cause of unintentional injury death, accounting for 7% of all injury-related deaths. (World Health Organization, 2016).

The good news is that the vast majority of drownings are preventable and that starts with you. A growing body of research provides evidence of a strong link between water safety education and a reduction in drowning deaths. We invite your organization to participate in International Water Safety Day on May 15 through simple engagement activities.

With your help from this year going forward, water safety can become an essential part of what every child learns. The goals for this type of engagement are to reduce drowning fatalities by:

* Bringing awareness and knowledge on how to be safe in and around aquatic areas.
* Increasing knowledge and awareness to recognize hazardous environments.
* Encouraging children to communicate the importance of water safety to their communities, family and friends and steps they can take to be safer in and around water.

Your engagement can range from reading a water safety message at an assembly or over your public address system at different points throughout the day to a single brief lesson intended to raise awareness of water safety on May 15 or go even further with a series of lessons that can delve deeper into primary water safety concepts.

A resource guide will be provided that includes a script and lesson plan as well as planning tips and tools to implement the different levels of engagement throughout your organization. Additional resources are available to support these activities at these websites:

* International Water Safety Day at [internationalwatersafetyday.org](https://www.internationalwatersafetyday.org/)
* Insert other links, as appropriate

Thank you, in advance, for your consideration of this important initiative for your community. We hope you will participate in celebrating International Water Safety Day on May 15th with us. To get started, simply register at [internationalwatersafetyday.org](https://www.internationalwatersafetyday.org/).

Sincerely,

Name

Title

Phone Number