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DROWNING IMPACT AWARENESS MONTH A REMINDER TO PRACTICE WATER SAFETY

PHOENIX, Ariz. (July 28, 2006) – To date, in 2006, six Maricopa County children have drowned, and 63 have been involved in water-related incidents. Water Watchers at Phoenix Children's Hospital leads the state in the third annual campaign to prevent child drowning: Drowning Impact Awareness Month. Each August, cities throughout Arizona distribute purple ribbons to promote awareness of water safety and the impact of drownings and near-drownings. This year's kick-off will be on **Tuesday, August 1, 10 a.m., at Phoenix Children's Hospital.**

The kick-off event includes Congressman J.D. Hayworth; John Harrington, father of a drowning victim and president of the Drowning Prevention Coalition of Central Arizona; Chief Bob Khan of the Phoenix Fire Department; Bob Meyer, president and chief executive officer (CEO) of Phoenix Children's Hospital; and local water safety experts.

In 2005, a total of 25,000 purple ribbons were distributed across Arizona. Examples of upcoming components of the far-reaching campaign include:

- **More than 700 purple ribbons** tied in the trees at the front of Phoenix Children's for the month, to recognize the number of children involved in water-related incidents since January of 2000.
- **Formal proclamations** passed by the Governor, as well as mayors in cities throughout the state.
- **Purple ribbons worn** by supporters, including firefighters, and on emergency vehicles throughout Arizona. For a list of locations where purple ribbons can be picked up for free, check the Phoenix Children's website at www.phoenixchildrenshospital.com.
- **Business support of the campaign**, from organizations like SRP, who donated banners and print services to the campaign, and La-Z-Boy Furniture Galleries, where employees are encouraged to wear purple ribbons and share them with the community.

For more information on the effort, visit www.phoenixchildrenshospital.com or contact Tiffaney Isaacson, Water Safety Coordinator for Water Watchers at Phoenix Children's Hospital, at tisaacson@phoenixchildrens.com or 602-546-1712. Water Watchers is part of the Hospital's Injury Prevention Center and has drowning prevention statistics available for media, speakers available for interviews, and prevention information for anyone.

Phoenix Children's Hospital is Arizona's leader in pediatric care and is one of the 10 largest free-standing children's hospitals in the nation. The most comprehensive array of pediatric specialists in the State practice at this one organization. The outstanding clinical expertise, as well as high patient volume, and an unwavering commitment to caring only for children, all contribute to Children's leadership position. For information about Phoenix Children's, visit the Hospital's award-winning website at www.phoenixchildrens.com.

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EDITORS NOTE: Media are welcome to attend the Drowning Impact Awareness Month kick-off event on Tuesday, August 1, 10 a.m., at the main entrance of Phoenix Children's Hospital, where fire engines from Phoenix, Tempe, and Peoria Fire will be present. The Hospital is located at 1919 E. Thomas Rd., Phoenix, 85016. Media parking is available in the Emergency Department lot (20th St., just South of Thomas Rd.)