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Volunteers Needed to Assemble “Tubby Tags” to Prevent Bathtub Drownings

PHOENIX, Ariz. (June 8, 2007) – Water safety is often practiced inside the pool fence. But leaving children unattended around water can be deadly even inside your home. According to the American Academy of Pediatrics, children can drown in just an inch or two of water. **Maricopa County has experienced 31 bathtub incidents since January of 2000, and two in 2007 alone. Of these incidents, 12 were fatal.**

Water Watchers at Phoenix Children’s Hospital, La-Z-Boy Furniture Galleries, and the Phoenix Fire Department are teaming up to expand the “Tubby Tag” program to prevent bathtub drownings. The Tubby Tag program includes distribution of water safety information in La-Z-Boy Furniture Gallery stores and at public safety events. The program will formally launch in August as part of Drowning Impact Awareness Month, the fourth annual statewide water safety campaign led by Phoenix Children’s.

Valley residents can spread water safety information by volunteering to prepare “Tubby Tags,” bathtub safety materials reminding parents to keep their eyes on the child bather and avoid bath-time distractions. **Volunteers are needed to assemble 5,000 tags beginning in mid-June.** Assembly will take place on the Hospital’s campus, 1919 E. Thomas Rd., Phoenix, 85016. Large groups are welcome.

Led by its team captain Spike the Super Ball™, the Arizona Super Bowl Host Committee is assembling its team of volunteers for the upcoming Super Bowl in Glendale, and to help assemble 7,000 Tubby Tags. Super crew members will have the chance to aid their communities every month leading up to Super Bowl XLII. Visit azsuperbowl.com and click on the ‘Volunteers’ link to find out how to get involved in the world’s biggest single-day sporting event.

To volunteer or access more information about preventing bathtub drownings, visit the Phoenix Children’s website or call (602) 546-1712. Additional water safety resources and volunteer information can be accessed through the Phoenix Fire Department at <http://phoenix.gov/FIRE/> or (602) 262-6002.

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 Phoenix Children’s leadership position. For information about Phoenix Children’s, visit the Hospital’s website at www.phoenixchildrens.com.