



PRESS RELEASE

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PSN alerts parents: deadly summer expected for children in residential pools

Austin, TX March 16, 2010 – Swimming pools number rises each summer. This is the time, when children water safety must be a vital parental concern. Since 2007 and the death of Virginia Baker Graeme, United States government considers the threat of swimming pool related accidents. The public swimming pools have a strict regulation to avoid tragedies. But according to the CPSC, 80% of drama happens in residential swimming pools.

Few weeks ago, a month shy of her third birthday, Shanjaya drowned in backyard pool. Her mother briefly went in home. When she returned, she looked for her daughter and found her in the pool, not breathing. Unfortunately, it is not a unique story.

Indeed in 2010, near 299 other families will lose a child and 2000 will spend a day or more in the hospital for their injured Children. According to the Center for Disease Control reports, drowning is the second cause of accidental deaths among children 1-14 of age USA wide and in California, Arizona and Florida, and the number one cause of death in children under 5. Kith and kin are worried when a child is ill but only few of them are aware of swimming pool hazards.

Parents have the responsibility to protect their children. "Children aren't in safety around a swimming pool until parents are known the proper layers of protection – SAFETY is a way of thinking in particular around a swimming pool," says James Blake, spokesman of the Pool Safety Nets Organization. Regarding pool safety, supervision is vital. Toddlers can take advantage of each momentary lapse of inattention. It only takes the slightest thing to lose a beloved child. Somebody who knocks at the door, a phone call or message texting and the worst occurs. The action-plan to protect children from water hazards can be summarized in one simple concept: "layers of protection". If supervision is the key idea to keep kids safe, nobody is foolproof. Then pool safety devices compensate for this state of facts but don't replace parents. They are the master of their children security.

A lot of swimming pools spring up summer in backyards, and tragedies are on the increase under the sun. It is time to act. The Pool Safety Nets Organization is beginning the ground work for pool owner's education about swimming pools hazards and provides easy way to prevent drowning. This campaign leans on U.S. Consumer Product Safety Commission and CDC reports and media provided by local Firemen department. The PSN Organization Website (<http://www.poolsafetynets.org/>) is the cornerstone of Prevention plan, where parents can find:

- Safety tips to learn safety issues and teach their children about them
- Information about Pool safety equipment, from pool safety nets to pool drain covers. They are thus aware of any issues and scopes of safety products.
- Information about pool safety federal rules

The PSN organization encourages anyone to visit the website. People will get for sure a response to clarify any safety issue. If they don't, the website offers also the possibility to ask pool safety experts their questions.

For media inquiries & immediate download of the Pool Safety Nets media resources, please visit www.poolsafetynets.org/media_inquiries.php.

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