



NEWS RELEASE

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Charleston County Parks Foundation's Swim For It Campaign Provides Free Swim Lessons to the Local Community

Initiative raising funds for drowning prevention; donations can be made at select parks and online

[CHARLESTON COUNTY] – While visiting the Charleston County Park and Recreation Commission's (CCPRC) waterparks and beach parks this summer, guests can support a very worthy cause – helping others in the community learn how to swim.

According to the Center for Disease Control, 10 people die every day from unintentional drowning; of those, two are children ages 14 or younger. Fatal drowning is the fifth-leading cause of unintentional injury-related deaths for children 14 and younger.

Visitors are encouraged to consider donating to Charleston County Parks Foundation's Swim For It campaign, which raises money to prevent drownings through swim instruction and water safety classes. Donations to Swim For It support aquatic safety programs in rural areas of Charleston County, including those at CCPRC's West County Aquatic Center in Hollywood.

Donations can be made at the ticket booths of Splash Island waterpark in Mount Pleasant Palmetto Islands County Park, Splash Zone waterpark at James Island County Park, and Whirlin' Waters Adventure Waterpark at North Charleston Wannamaker County Park. Visitors to the West County Aquatic Center, as well as CCPRC's beach parks – Kiawah Beachwalker Park, Folly Beach County Park and Isle of Palms County Park – can also make donations on site during their visit. The Charleston County Parks Foundation also accept donations at <https://justgiving.com/campaign/swimforit2021> and donations can also be made when registering for programs on CCPRC's website, charlestoncountyparks.com.



A \$25 donation funds a full set of swimming lessons for one person. The funds raised from last summer's Swim For It Campaign are providing swimming lessons for 125 community members this summer at the West County Aquatic Center.

A nonprofit 501(c) (3) organization, The Charleston County Parks Foundation was created in May 1990 by CCPRC to generate funding for the continued growth and development of the county park system, and to support increased leisure opportunities for residents. The Swim For It campaign is a part of the Genesis Project, established in 2014 after the tragic drowning of a 13-year-old boy named Genesis Holmes. The project's vision is to eliminate the number of drowning victims in Charleston County by providing the community with access to pools for

swimming lessons, water safety classes, recreational programming and leisure activities. For more information on the foundation or to make a donation to the Swim For It Campaign or other projects, visit CharlestonCountyParksFoundation.org.

Charleston County waterparks are currently open daily from 10 a.m. – 6 p.m. until Aug. 15 and then weekends only until Labor Day weekend. Isle of Palms County Park and Kiawah Beachwalker Park are currently open 9 a.m. – 8 p.m.; Folly Beach County Park is open 8 a.m. to sunset. For more information on CCPRC's parks, visit CharlestonCountyParks.com.

The Charleston County Parks Foundation is a nonprofit organization formed in 1990 by CCPRC. Its mission is to help ALL residents experience Charleston County Parks and programs. Presently, the foundation is working on four projects: The Genesis Project, the Pass It Forward Project and the McLeod Plantation Historic Site Project. The Genesis Project focuses on drowning prevention in the Lowcountry by raising funds to offer aquatic programs in the Johns Island, Awendaw/McClellanville and Ravenel/Hollywood areas. The Pass It Forward Project provides opportunities and scholarships for all members of our community to enjoy parks and programs. The McLeod Plantation Historic Site Project supports the Charleston County Park & Recreation Commission's cultural and historical research, preservation, interpretation, and education for diverse audiences with an emphasis on underrepresented histories at this site and throughout Charleston County Parks. The Nature Stewardship Fund is focused on preserving, protecting and managing the natural resources throughout the Charleston County Park system for the enjoyment and benefit of the citizens of the Lowcountry for years to come. For more information on The Charleston County Parks Foundation, call 843-795-4386 or visit www.CharlestonCountyParksFoundation.org.

The mission of CCPRC is to improve the quality of life in Charleston County by offering a diverse system of park facilities, programs and services. The large park system features over 11,000 acres of property and includes four land parks, three beach parks, three dog parks, a skate park, two landmark fishing piers, three waterparks, 19 boat landings, a climbing wall, a challenge course, an interpretive center, an equestrian center, cottages, a campground, a marina, a historic plantation site, as well as wedding, meeting and event facilities. The park system also offers a wide variety of recreational services – festivals, camps, classes, programs, and more. For more information on CCPRC, call 843-795-4386, visit www.charlestoncountyparks.com.

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