

The Salvation Army
Ray & Joan Kroc Corps Community Center
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FOR IMMEDIATE RELEASE

**Phoenix South Mountain Kroc Center to Host
Salt River Project ¡Aguas! Protéjalos—A Water Safety Event**

*Two events—July 14 & 28-- cosponsored by SRP, Univision Television and Univision Radio,
will engage the community in life-saving water safety techniques and CPR procedures.*

PHOENIX – July 12, 2012 – This Saturday, from 5-7 p.m., the new Phoenix South Mountain Ray & Joan Kroc Community Center will welcome the community to the first of two free water safety events. SRP ¡Aguas! Protéjalos will provide valuable tools to help the community stay safe around water, and consequently, save lives.

The latest data available from the Arizona Department of Health Services shows that in 2010, there were 64 serious water-related incidents in the Phoenix-metro area alone. Among those, the majority of incidents involved children under the age of five. Additionally, the majority of all incidents occurred in pools. In addition to the benefit of saving one's own life, the ability to swim can help a person save the lives of others.

A life can be lost or tragically altered in a matter of minutes. According to Capt. Lisa Jones of the Phoenix Fire Department, it takes an average of four to five minutes for first responders to arrive to aid a drowning victim, in which time, brain death can occur. Phoenix Fire will also be at both events to present CPR awareness sessions to attendees at no cost. Sessions will begin promptly at 5:15 p.m. and 6:15 p.m. on both dates.

In addition to water safety techniques and rescue response overviews, the event will feature giveaways to include discounts on child and adult swim lessons among many other items, courtesy of SRP, Univision, La Nueva 105.9 and La Kalle 100.3 radio stations, and the Kroc Center. Some attendees will even win free swim lessons—a value unmatched when considering the good it can do.

The second free water safety event at the Kroc Center will be Saturday, July 28 from 4-7 p.m. and also include CPR awareness as well as fun and valuable giveaways.

About The Ray and Joan Kroc South Mountain Corps Community Center

The new Kroc Center is the largest community center in Arizona. The 147,000-sq.-ft. facility features an indoor water park, 350-seat performing arts center/chapel, three NBA-size basketball courts, a 5,000-sq.-ft. fitness center, group exercise studio, 35' climbing wall, indoor walking/jogging track, boxing gym, café, banquet room, education center, computer lab and much more. The Center provides a place for people of all ages to participate in enriching programs and classes for mind, body and spirit. Go to www.krocphoenix.org for more information.

About The Salvation Army

The Phoenix Salvation Army has been serving the Phoenix area since 1893. Through a broad array of programs, the Corps Community Centers provide services to the homeless, working poor, children and youth, addicted, elderly and abused. The Salvation Army is an evangelical part of the universal Christian church. For more information on our services, please visit www.salvationarmycares.org.