



2013 USA Swimming Foundation's Make a Splash Tour, presented by Phillips 66

The USA Swimming Foundation, in partnership with Phillips 66, kicked off its 5th annual Make a Splash Tour in New York City from May 16-18.

The Foundation was joined by 2013 Make a Splash ambassador Cullen Jones, and USA Swimming Foundation ambassador Rowdy Gaines. Jones, a celebrated Olympic gold medalist and the first African-American male to hold a swimming world record, almost drowned at the age of five. Rowdy Gaines is a three-time Olympic gold medalist, and NBC's "voice of swimming." Their commitment to the tour and its lifesaving message has helped enhance publicity and expand the reach of the Make a Splash campaign to a wide audience of parents, learn-to-swim providers, educators and community leaders.

The tour included a series of press events, including:

A special ABC news segment dedicated to preventing tragedy in the water with Cullen Jones:
<http://abcnews.go.com/WNT/video/preventing-tragedy-water-summer-19237869>

Cullen Jones discusses the critical importance of learning to swim with NBC's Tamron Hall:
<http://video.msnbc.msn.com/newsnation/51908151#51908151>

2012 Olympian and Brooklyn native Lia Neal talks with News 12 Hudson Valley about making an impact in her hometown:
<http://hudsonvalley.news12.com/news/tri-state/usa-swimming-foundation-s-make-a-splash-water-safety-initiative-kicks-off-1.5290414>

Cullen Jones makes a splash with New York's ABC 7 reporter Amy Freeze:
<http://abclocal.go.com/wabc/story?section=news/lifestyle&id=9106467>

Olympians Help Push Summer Swim Safety on Colorado 9News
<http://www.9news.com/news/article/336481/295/Olympian-helps-push-summer-swim-safety>

Additionally, the USA Swimming Foundation visited the Empire State Building to accept a proclamation from the NYC Mayor's Office, which officially declared May 16-May 18 Make a Splash Water Safety Days. In celebration of this monumental event, the Empire State Building turned blue for water safety on Saturday, May 18th.

The kickoff concluded with a busy day of swim lessons, as Olympic and World Champions Swimmers Lia Neal, Jimmy Feigen, Josh Schneider, Mel Stewart and Sue Anderson canvassed the city to share the lifesaving message of learn-to-swim, teaching and inspiring kids at 10 New York City locations.