



2014 Make a Splash Tour Presented by Phillips 66

The USA Swimming Foundation seeks to raise national awareness about the importance of learning to swim through its Make a Splash initiative. Each year, the Foundation embarks on a national awareness tour which visits cities across America to spread the lifesaving message of learn-to-swim. **This year marked the sixth year of the *Make a Splash Tour presented by Phillips 66*, which has visited more than 35 cities nationwide.** The tour has received extensive national media exposure in outlets such as Sports Illustrated, the Today Show, HBO Real Sports and more.

Throughout the month of May the Foundation, Phillips 66, and USA Swimming Foundation ambassadors Nathan Adrian, Anthony Ervin, Janet Evans and Rowdy Gaines visited four cities across the country to promote the importance of learning to swim to families nationwide. Our ambassadors' commitment to the tour and its lifesaving message 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 2014 tour consisted of visits to the following cities:

- **Wood River, IL:** May 6, 2014 with Olympians Rowdy Gaines and Anthony Ervin
- **Sweeny, TX:** May 7, 2014 with Olympian Nathan Adrian
- **Rahway, NJ:** May 12, 2014 with Olympians Rowdy Gaines and Anthony Ervin
- **Long Beach, CA:** May 29 -31, 2013 with Olympians Nathan Adrian, Anthony Ervin, Janet Evans, Rowdy Gaines, Jessica Hardy, Jason Lezak, and Chloe Sutton

The first three tour stops included Town Hall meetings with the USA Swimming Foundation, Phillips 66, our ambassadors, local community leaders, local swimming lesson providers, parents, and community members. The purpose of these meetings was to promote the importance of learn-to-swim to the community as well as to promote our Make a Splash Local Partner organizations that teach swimming lessons.

The largest and final tour stop in Long Beach, CA included a series of press events, a school assembly, led by our ambassadors, at Julian Nava Middle School, and a community water safety festival at the Belmont Plaza Pool. The water safety festival, which had more than 1,000 people in attendance, included: water safety talks by our ambassadors Rowdy Gaines, Janet Evans, Anthony Ervin -- and special help from Olympians Jessica Hardy, Chloe Sutton and Jason Lezak; free swimming lessons, more than 20 informational booths, autograph sessions, a water safety challenge, and fun kid activities. 75% of the 200 children who took swimming lessons and participated in a Safer 3 Water Safety Challenge had never taken a formal swim lesson before that day.

A special thank you to all of our partners and supporters that were involved with the event, including: Arena USA, California Aquatic Therapy & Wellness Center, City of Long Beach, Clarion, IPSSA, Joshua Collingsworth Memorial Foundation, Lakewood Aquatics, Myrtha Pools, National Drowning Prevention

Alliance, National Safe Boating Council, Phillips 66, Pool Safely, Quick Blade Paddles, Safer 3 Water Safety Foundation, Shore Aquatics, Sigma Gamma Rho, Speedo, Starfish Aquatics Institute, Steven Munatones, Swim to Swim Foundation, Swim Torrance, US Sailing, USA Deaf Swimming, and World's Largest Swimming Lesson

The stories below highlight the activities from our 6th annual Make a Splash Tour, presented by Phillips 66:

Janet Evans & Rowdy Gaines: Make A Splash on Good Day LA

<http://www.myfoxa.com/story/25652022/janet-evans-rowdy-gaines-make-a-splash>

No Kidding Around: Anthony Ervin Teaches Water Safety To Kids

<http://www.teamusa.org/News/2014/June/04/No-Kidding-Around-Anthony-Ervin-Teaches-Water-Safety-To-Kids>

Olympians to Make a Splash for a Good Cause!

<http://www.younghollywood.com/scene/olympians-to-make-a-splash-for-a-good-cause.html>

Jessica Hardy talks about her involvement with Make a Splash

<http://www.oregister.com/articles/hardy-616305-water-olympic.html>

Olympic Swimmers Make a Splash at The Gateway Family Y - Rahway

http://www.nj.com/suburbannews/index.ssf/2014/05/olympic_swimmers_make_a_splash.html

Anthony Ervin and Rowdy Gaines Make a Splash in Godfrey, IL

<http://www.swimmersdaily.com/2014/05/05/anthony-ervin-and-rowdy-gaines-make-a-splash-in-godfrey/>

Refining ways to save a life – Wood River, IL

<http://advantagenews.com/everyday/refining-ways-to-save-a-life/>

USA Swimming Foundation Returns with Sixth Annual 'Make a Splash' Tour Presented by Phillips 66

<http://uk.reuters.com/article/2014/04/21/make-a-splash-tour-idUKnPn5Byh0t+90+PRN20140421>

USA Swimming Foundation Makes a Mark in Long Beach and Los Angeles During the "Make a Splash" Tour Presented by Phillips 66

<http://www.usaswimming.org/ViewNewsArticle.aspx?TabId=0&itemid=6113&mid=8712>

Olympic Gold Medalists 'Make a Splash' With Water Safety Events In LA and Long Beach

<http://swimswam.com/olympic-gold-medalists-make-splash-water-safety-events-la-long-beach/>

Catching up with 4-time Olympic Gold Medalist Janet Evans

<http://thrivesports.com/2014/05/15/catching-4-time-olympic-gold-medalist-janet-evans/>

Olympic gold medalists help children stay safe in the water

<http://www.oregister.com/articles/water-616647-safety-initiative.html>

Exclusive: Olympians Janet Evans and Nathan Adrian

<http://www.examiner.com/article/exclusive-olympians-janet-evans-and-nathan-adrian-on-game-of-thrones-phelps>

Meet and Greet with Olympic Swimmers at the Belmont Plaza Pool

<http://la-story.com/2014/05/kick-off-summer-with-a-meet-greet-with-olympic-swimmers-at-belmont-plaza-pool/>