



FOR IMMEDIATE RELEASE
Water Watchers
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San Diego Chapter
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Designated "Water Watchers"

"There's a big pool party here and no one was paying attention to him," an anxious Tommy Lee told a 911 dispatcher about a 4-year-old boy who drowned in his pool Saturday.

It happened again. Friends and family were having a great time swimming, eating, and laughing. With so many adults present, surely someone was watching the children. EVERY-ONE ASSUMED SOMEONE ELSE WAS WATCHING THE CHILDREN. There was no Designated "Water Watcher."

To increase awareness of water safety, Independent Pool and Spa Service Association, Inc. (IPSSA), in coordination with Safe Kids Coalition, is distributing "Water Watcher" tags. Like having your hand stamped "Designated Driver" when attending a party, wearing the "Water Watcher" tag at a pool makes it official that you are watching the children. The tag reminds you to take your responsibility seriously. It is a reminder that until you hand off the "Water Watcher" tag to someone else, you are the one designated to keep an eye on the children.

For more details: *to view a Water Watcher tag log onto www.ipssasandiego.com. You can ask a member of IPSSA about procuring Water Watcher tags, visit www.ipssa.com/benefits.htm (see Company Store) to purchase Water Watcher tags or visit www.safekids.org (see Safety Tips and click on Water). IPSSA is an organization that promotes professionalism and education for those in the pool service industry.*