



2725 W. Guadalupe Rd.
Mesa, AZ 85202
(480) 820-9109

SWIMkids USA's Founder Lana Whitehead Receives International Swimming Hall of Fame Award

May 19, 2018 (Mesa, Ariz.) ----SWIMkids USA's Founder and President Lana Whitehead, was awarded the prestigious 2018 G. Harold Martin Award for water safety and instruction by the International Swimming Hall of Fame. The G. Harold Martin Award is presented to someone for their long and exceptional leadership, insight and dedication specifically to the water safety of children. The International Swimming Hall of Fame awards are presented annually to individuals for outstanding contributions to aquatics. This year's awards were given on Friday evening May 18, 2018, in Fort Lauderdale, Florida.

G. Harold Martin was one of the founding members of the International Swimming Hall of Fame and Whitehead says she was both surprised and thrilled to hear the announcement of her selection for this prestigious award. "G. Harold Martin continually promoted his slogan, "Every Child a Swimmer" and that is a passion we pursue at SWIMkids USA," said Lana Whitehead. "We feel so honored to receive this distinguished award.

Nationwide, drowning is the leading cause of accidental death of children ages 1 to 4. Fueled by a passion to make a difference after the tragic drownings of two of her friends' children, it was 46 years ago that Lana Whitehead began to hold swim lessons for babies and taught them a "swim-float-swim" skill that helps them be safer in the water. At that time, parents usually did not enroll children in swim lessons until about age 5. "This award shines the light on our mission which is to teach even the youngest children lifesaving swim skills," said Whitehead.

About G. Harold Martin: Back in 1908, G. Harold Martin almost drowned in the Ohio River. Over the next two decades he almost drowned two more times. From these experiences evolved a mission to make "Every Child A Swimmer." His civic involvement led to the building of Fort Lauderdale, Florida's first municipal pool in 1927, Kiwanian sponsored free swim lessons at the pool and eventually the decision by ISHOF to locate in Fort Lauderdale. An active Kiwanian his

entire adult life, he was instrumental in making the Key Club an integral Club within Kiwanis International and the adoption of Every Child A Swimmer as a Kiwanian Project.

About Lana Whitehead: Lana Whitehead has owned and operated SWIMkids USA for 43 years. She is a member of the American College of Sports Medicine and was a representative of the Sports Medicine Delegation to China in 2009 where she presented at the Beijing Sports University. She has authored five books on swimming and brain development and has lectured nationally and internationally at many conferences and government forums. Her “swim-float-swim” method has been featured nationally on the NBC TODAY Show, Good Morning America, CBS Morning Show and she has been the voice of expertise regarding water safety in numerous national magazines. She holds degrees in exercise physiology and special education and is a member of the American College of Sports Medicine. Whitehead is also the national spokeswoman for Water Smart Babies program, a national program in which pediatricians write prescriptions for babies to get swim lessons.

About SWIMkids USA: SWIMkids USA is a swim school, located in the East Valley of the Phoenix area which provides a captivating environment where children love to learn and are empowered to be all they can be. Children build confidence and self-worth as they flourish and grow through loving respect and guidance. More than 500 swim classes are offered every week at SWIMkids USA, including swim-team practices. www.swimkidsaz.com

Media Contact: Sue Breeding, Suebreeding@gmail.com, (480) 385-8467