



Celebrating 40 Years of Excellence

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Upcoming Events

Two-week Jump Start Sessions
Starting July 11 & 25

Summer Swim Team (SST) Meets
July 9, 16, 30

Customer Appreciation Week
August 1-6

SST Awards Banquet
August 6

CLOSED Summer Break
August 8-14

Sports Photography Workshop
August 20

OPEN Labor Day
September 5

Our Specials

[Cross Train:](#)
Sign up for a second

Wet Gazette

June/July 2011

SWIMkids USA Wins National Drowning Prevention Alliance's Community Lifesaver Award

[SWIMkids USA](#), under the leadership of Lana Whitehead, won the National Drowning Prevention Alliance's Community Lifesaver award for the Western Region. According to the nomination, "SWIMkids USA and Lana Whitehead assumed a leadership role in drowning prevention and demonstrated outstanding achievement in creating awareness of proven drowning prevention strategies with its regular speaking appearances, made a significant contribution to improve water safety and successfully promoted the use of new drowning prevention technologies by developing the SWIMkids USA method and by authoring four books on the subject, is viewed as a advocate for drowning prevention by increasing public attention at the policy making level by appearing regularly in the media, and successfully implemented an innovative program with its annual swim/float-a-thon. Like NDPA, SWIMkids USA is a catalyst in drowning prevention."



SWIMkids USA in the Media

We are the Valley's Water Safety Experts! We've been featured lately on local and national media.

[Channel 5](#) Momster Monday
[Channel 12](#)
[Channel 15](#)
[Raising Arizona Kids Mompreneur](#)
[Our Kids Blog](#)
[Prints of Light](#)



activity at half the regular rate.

\$35 Credit for Referrals
Bring in a friend. If they sign up, you get a \$35 credit toward lessons.

Free first class! New students can try out a class for free.

10% off 2nd Child!
Add another family member - get 10% off.

Specials are for a limited time, subject to change.

June/July Staff Happenings

Birthdays: Annette, Chet, Cyrena, Eva, James, Laura A., Sami

Years of Service: Amy-2
Brandon-21,
Britt-7, Casey-2, Chris-9,
Cyrena-3, Danny-1, Lana-40,
Lance-16, Laura A.-3, Matt-4

Welcome New Staff Members: Kayleen, Lauren

Best Wishes: James

Contact Us

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Website:
swimkidsusa.us

Address:
[Southeast Corner of Guadalupe Road](#)

[US Swim School Association Newsletter](#) [Swimformation](#)
[Grandparenting Today Show](#) on Radio WMKV in Cincinnati

World's Largest Swimming Lesson on June 14:
[Mesa's Arizona Republic](#)
[Fox Channel 10](#)

What's a Kid to do this Summer?

As temperatures rise, it's time to think about your summer plans. Here are some winners:

Jump Start Sessions-Thinking about enrolling a sibling or need a boost? Our two week swim sessions (Monday - Thursday) available through August 4 are for survival levels and accelerate your children's learning. The cost is just \$124, a great value per class.



Second Class-Add a second class, whether it's swim, gym, dance, or our new martial arts. Cross training helps with coordination, strength, endurance, and flexibility. If the second class is a different activity, the cost is 50% off. For the same activity, it's 10% off. Try a class for free.

Sports Photography Workshop

Want to capture professional quality sports photos of your child with your digital SLR camera?



Where: SWIMkids USA

When: 2-3:30pm, August 20, 2011

Who: [Jason Wise](#) & Jamie Hines, photographers of ASU Athletics

Cost: \$29.95

RSVP: [480-820-9109](tel:480-820-9109) or the front desk

Jason and Jamie will evaluate all participants on what they know about camera functions, exposure, lens selection, and photographing different sports. Then participants can sign up for an on-location workshop (for an additional fee) based the direction they desire to take their photography.

[DANCEkids USA Update](#)

Our talented dancers strutted their stuff at the *Dancing Through Time* Recital on June 4. Great costumes! Great choreography! Great dancing!



[and Loop 101](#)

All information is subject to change without notice.

Photos by All Wet Portraits, Anil Kangangath, Jason Wise Photography, Moon Photography, and Devon Adams.

All events and practices at Chandler Aquatic Center are held in conjunction with [Desert Thunder Aquatic Club](#).

SWIMkids USA Swim Team Update

2011 Summer Swim Team is underway!

Remember to register for swim meets by the Saturday before the meet to avoid late fees.

Important Dates:

July 9, 16 Swim Meet
July 30 Championship Meet
August 6 Awards Banquet

Hip, hip, hooray to Clementine Tixier and Andrew Li who beat SWIMkids USA records in the last swim meet!

Congratulation to SWIMkids USA grads and our affiliate [Desert Thunder Aquatic Club](#) members Jacob Garcia, Archie Spindler, Andrew Rangel, Sierra Bigelow, and Chiara Nigro who had high point totals in their age groups at the Flagstaff Beat the Heat Meet on June 5.



Kids Play Safe

A shocking discovery of what is really lurking in children's playlands is in [this video](#) put together by SWIMkids USA parent Dr. Erin Carr Jordan. According to her, "There is a lack of state/local regulation that is resulting in potentially deadly conditions for our children. The findings are indicative what is happening all around the country." WARNING! There is graphic imagery and language.



Photo from <http://www.softplaycleaning.com/>

FAQ: Do you recommend water wings?

We are often asked about the use of water wings (inflatable armbands or "floaties") at home. To begin, there is no substitute for supervision during water activities. Toy floaties or swim flotation suits can create a false sense of security for both child and parent and should be used cautiously. Also, the child can still go underwater while wearing them. Generally, we do not recommend the use of water wings because the child's head is up with her feet down, creating an enormous amount of drag. This quickly leads to exhaustion causing the body to become vertical in the water, also known as the drowning position. We use noodles because the child is more horizontal in the water and as a reward after the work of a class is done under the instructor's



supervision. In addition, the Coast Guard does recommend and many states require wearing only Coast Guard approved personal floatation devices like life vests when water skiing, boating, rafting, or sailboarding.

Become Our Fan -
Get a Snack Bar Item



About Us

We provide quality swim, dance and gym lessons in the East Valley. We pride ourselves on our low student to teacher ratio, our highly trained, experienced staff, and our positive environment. Schedule your free trial class today.



Retail
Special

\$5 SWIMkids USA Bling White Tanks



Pre-washed. While supplies last. Similar to photo.