



Aquatic Health Benefits Society and Our Industry!

Swimming lessons address the inactivity epidemic, the world's biggest health challenge.¹

- 28% of all Americans are TOTALLY inactive²
- The US ranked 47th in fitness of kids among 50 nations³
- 75% of US teens are unfit for military service²

Our industry thrives as a result of promoting the health benefits of aquatic activity.

- 95 percent of industry leaders believe that creating swimmers and preventing drowning are the best ways to promote and protect the industry.⁴

Support Step into Swim™ at StepIntoSwim.org to help our industry, our friends and families, our society, our world.

1. World Health Organization | 2. Sports Fitness Industry Association
3. British Journal of Sports Medicine | 4. 2017 Turco & Associates



Step into Swim™ is an initiative of the Pool & Hot Tub Alliance.

100%

of all donations to Step into Swim™ fund “Learn to Swim” organizations that carry out our mission.

All administrative costs are funded by



An initiative of the Pool & Hot Tub Alliance



Please join us in our mission and donate today at

stepintoswim.org | service@phta.org

(719) 540-9119

By donating to Step Into Swim™ you can help reduce drowning and create healthier communities!

I want to help!



Formal swimming lessons reduce the risk of drowning among children by

88%

according to the CDC.

Children who learn to swim by age five will be capable swimmers for life. Adults who received swim lessons as a child are twice as likely to buy or build a home with a pool, swim for fitness, and become advocates for water-oriented projects within their community or local municipalities.



10 people a day die from unintentional drowning



Drowning is the **5th** leading cause of unintentional injury death in the United States



Drowning is the leading cause of injury-related death of children 1-4 years of age

What is Step Into Swim™?

Step into Swim™ is an initiative of the Pool & Hot Tub Alliance that launched in 2012 with a mission to create one million more swimmers in 10 years. The mission is based on the premise that creating more swimmers will result in fewer drownings, a healthier society, reduced healthcare costs and a thriving industry. One hundred percent (100%) of all donations to Step into Swim fund “Learn to Swim” organizations that carry out our mission.

Creating One Million More Swimmers Together! Supporters of Step into Swim™ believe that creating swimmers—for fun, fitness and family safety—is essential for better health and greater happiness. Government agencies, medical professionals and insurance companies are increasingly aware of the mental and physical healing powers of water.

Step into Swim™ is especially dedicated to giving the vital life skill – SWIMMING – to children of all ethnicities and economic backgrounds. Donate TODAY at stepintoswim.org to reduce drowning, create healthier communities, AND build your customer base by creating more swimmers for life!

Why Create More Swimmers?

Reduce Drowning – Swimming lessons reduce the risk of drowning by 88% among children ages 1-4

Increase Physical Activity – Swimming is a life-long skill, often leading to fun waterbased activities, like boating, snorkeling, diving, and fishing

Create Career Paths – Competent swimmers are eligible for jobs, such as lifeguard, swim instructor, swim coach, pool facility director, and pool operator

Generate Sports Opportunities – Ability to swim can mean participating in sports, such as swim team, water polo, and diving, and can even lead to college sponsorships

100% of your donation is tax deductible and goes directly to the Step Into Swim™ program