

## FOR IMMEDIATE RELEASE

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### **MYRTLE WAVES SETS OUT TO BREAK WORLD RECORD** **World's Largest Swimming Lesson to Be Held at 10 am EDT on June 3rd**

**MYRTLE BEACH, South Carolina (May 18, 2010)** – Myrtle Waves and PARC Foundation are joining the nation's leading water safety organizations to present The World's Largest Swimming Lesson (WLSL) on Thursday, June 3, 2010, to build awareness about the vital importance of teaching children to swim and preventing drowning. Together with water parks, pools, and other aquatic facilities around the globe, Myrtle Waves and seven other PARC Management parks will simultaneously host one World's Largest Swimming Lesson at 10 am EDT in an attempt to break the Guinness World Record.

Rowdy Gaines, three-time Olympic Gold Medalist, eleven-time world record holder, and the 'voice of swimming' for events on CBS, ESPN, NBC and TNT, has joined the WLSL Team as official spokesperson. "Teaching children to swim is a key component in drowning prevention and The World's Largest Swimming Lesson program is a great way for local communities to draw attention to this message at the start of the swimming season," said Gaines.

Swimming is a life-saving skill for children and a vital tool to prevent drowning, the second leading cause of unintended, injury-related death for children ages 1-14. Research shows if a child does not learn to swim by the third grade, he or she likely never will.

"It's our mission to provide a safe and fun environment for families," said Vince Nicoletti, Director of Marketing for PARC Myrtle Beach. "Hosting the World's Largest Swimming Lesson is a perfect fit and directly in line with our efforts with PARC Foundation for strengthening children and families along the Grand Strand."

Myrtle Waves' lesson will take place in the Ocean in Motion wave pool at 10 am EDT. Anyone who participates in the swimming lesson before the park opens at 11 am will qualify for discounted admission to stay and play at Myrtle Waves all day for just \$24.99 each. All individuals interested in participating in the lesson are encouraged to visit Myrtle Waves' Facebook page for more information ([www.facebook.com/myrtlewaves](http://www.facebook.com/myrtlewaves)).

#### **About PARC Management, LLC:**

PARC is a leading provider of family entertainment with 25 theme parks, water parks, and entertainment venues across the United States and Canada including Darien Lake Resort, Elitch Gardens, Frontier City & White Water Bay, Magic Springs & Crystal Falls, Myrtle Waves, Splashtown, Waterworld California, nine

family entertainment centers, and five NASCAR SpeedParks. Its mission is to create treasured memories for families in a safe, clean, and fun environment. [www.PARCManagement.com](http://www.PARCManagement.com)

**About Parc Foundation:**

The 'Heart' of PARC Management, PARC Foundation's mission is to strengthen the mind, body, and spirit of children and communities served by our parks. All given in God's love, PARC Foundation accomplishes this by connecting the friends and families of PARC with each other and with those we serve, recognizing the heroes who inspire us all to use our unique gifts to help each other, and developing the platform for long-lasting, sustainable change. At PARC Foundation, we know that smiles inspire. [www.PARC-Foundation.org](http://www.PARC-Foundation.org)

**About The World's Largest Swimming Lesson™**

The World's Largest Swimming Lesson™ is being presented by a coalition of the nation's leading water safety and training organizations including: Association of Pool and Spa Professionals, International Swimming Hall of Fame, International Swim Instructors Association, Independent Pool and Spa Service Association, Jeff Ellis & Associates, National Aquatic Safety Company, National Recreation and Park Association, Starfish Aquatics Institute, Swim For Life Foundation, United States Swim School Association and the World Waterpark Association. The lesson culminates National Water Safety Month - a month long initiative that takes place in May to support ongoing public education on safer water and always being water aware. The event was created as a platform to communicate that swimming is a life-saving skill and a vital part of a multi-step approach to prevent drowning, the second leading cause of unintended, injury-related death of children ages 1-14. For more information visit: [www.wsl.org](http://www.wsl.org).

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