



FOR IMMEDIATE RELEASE

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**TEAM WLSL™ SET TO MAKE A DIFFERENCE ON JUNE 24, 2016
THE WORLD'S LARGEST SWIMMING LESSON™ IN 24 HOURS SENDS THE MESSAGE
SWIMMING LESSONS SAVE LIVES™ TO MILLIONS AROUND THE GLOBE.**

Myrtle Waves Water Park Serving as an Official Host Location

Myrtle Beach, SC – On Friday, June 24th, 2016, tens of thousands of kids and adults at aquatic facilities around the world will unite for the seventh year in a row to make noise that *Swimming Lessons Saves Lives*.™ A global event, **The World's Largest Swimming Lesson™** (WLSL), will take place over the course of 24 hours at an estimated 500 locations in more than 20 countries. Myrtle Waves Water Park will be serving as an official Host Location Facility for the WLSL 2016 event here in Myrtle Beach, S.C. The first 50 participants will be FREE for the lesson and receive free general admission to the park for the day. Additional participants are \$17.99 each for the lesson which also includes general admission to the park (regular park price is \$27.99 for heights of 48" and \$21.99 for heights under 48"). Registration starts at 8:00a.m. to 8:45a.m. with the 30-minute lesson starting promptly at 9:00a.m.

"As safety is our number one priority, we encourage both our local community and out of town visitors to participate in the World's Largest Swimming Lesson." said Josh Henderson, General Manager of Myrtle Waves Water Park. "This is our sixth year hosting the event and invite all to join us for the lesson and learn how to swim." For more information, please visit www.MyrtleWaves.com.

Since its inception, more than 155,000 children and adults have participated in WLSL lessons generating more than half a billion media impressions about the viral importance of learning to swim. The 2015 event included 38,170 participants from 22 countries.

Tragically, drowning remains the leading cause of unintended, injury related death for children ages 1-4, and the second leading cause of accidental death for children under 14. Research shows participation in formal swimming lessons can reduce the risk of drowning by 88% among children aged 1 to 4, yet many kids do not receive formal swimming or water safety training.

ABOUT MYRTLE WAVES WATER PARK

Myrtle Waves Water Park is South Carolina's largest water park with 20 acres of swerves, curves, waves, chutes and over one million gallons of water. Operated by Management Company, Innovative Attraction Management, Myrtle Waves is staffed with over 100 specially trained, and award winning lifeguards and offers 23 slides and attractions. Myrtle Waves Water Park is open annually, mid-May to mid-September. www.myrtlewaves.com

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ABOUT INNOVATIVE ATTRACTION MANAGEMENT

Innovative Attraction Management is a Florida based company focused on providing Turn-Key Attraction Management, Amusement Industry Consulting Services and an Elite Aquatic Risk Prevention program. IAM is currently managing facilities in South Carolina, Nevada and Trinidad. www.i-amllc.com

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