



FOR IMMEDIATE RELEASE

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**Team WLSL™ Set to Break World Record on June 20, 2014.
Largest Simultaneous Swim Lesson 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 20th, 2014, tens of thousands of kids and adults at aquatic facilities around the world will unite for the fifth year in a row to set a new *Guinness World Record™*. The global record attempt for **The World's Largest Swimming Lesson™ (WLSL)**, will take place at 3 pm GMT (11am ET, 8 am PT.) Myrtle Waves Water Park will be serving as an official Host Location Facility for the WLSL 2014 event at 11:00am eastern standard time. The first 50 participants will be free for the lesson and receive free general admission to the park for the day. Additional participants are \$15.99 each for the lesson which also includes general admission to the park (regular park price is \$24.99 over 42”).

“As safety is our number one priority, we welcome guests to participate in the World’s Largest Swimming Lesson.” said Brent Owens, General Manager of Myrtle Waves Water Park. “This is our fourth year hosting the event and we hope that many area children and adults will join us for the lesson and learn how to swim.” For more information, please visit www.MyrtleWaves.com.

Team WLSL holds the current *Guinness World Record™* for the largest simultaneous swimming lesson, which stands at 32,450 participants representing 13 different countries across five continents! The 2013 WLSL event generated more than 50 million media impressions, spreading the event’s important message to hundreds of thousands of families.

Tragically, drowning remains the leading cause of unintended, injury related death for children ages 1-5, 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. Parents are invited to learn more about this phenomenal event by visiting WLSL.org.

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 new management company, Innovative Attraction Management, Myrtle Waves is staffed with over 100 specially trained, and award winning life guards and offers 22 slides and attractions. Myrtle Waves Water Park is open annually, mid-May to mid-September. www.MyrtleWaves.com

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 Florida, South Carolina and Georgia. www.i-amllc.com

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