



For Immediate Release

Media Contact:
Krishelle Hancock
(904) 732-7272 x 330
Khancock@parcmanagement.com

Team WLSL™ to Break New World Record on June 18, 2013
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, South Carolina (June 10, 2013) – On Tuesday, June 18th, 2013, tens of thousands of kids and adults at aquatic facilities around the world will unite for the fourth 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 11 a.m. ET (3 p.m. GMT, 8 a.m. PT.)

Team WLSL holds the current *Guinness World Record* for the largest simultaneous swimming lesson, which stands at 254,873 participants representing 15 different countries across five continents! The 2012 WLSL event generated more than 29 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 ages 1 to 4, yet many kids do not receive formal swimming or water safety training.

Myrtle Waves Water Park will be serving as an official Host Location Facility for the WLSL 2013 event. The first 50 guests who register for the event receive free admission to the park for the day of the event, which includes participation in the swim lesson. Advance registrations start June 1st at Myrtle Waves Water Park in the Guest Services building or at 10 a.m. on day of event. All additional registrants pay \$15.99ea+tax, which includes park admission. Swim lesson starts promptly at 11 a.m. Parents are invited to learn more about this phenomenal event by visiting, WLSL.org or MyrtleWaves.com.

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. Owned and operated by PARC, Myrtle Waves Water Park is staffed with over 100 specially trained, and award winning life guards and over offers 22 slides and attractions. Myrtle Waves Water Park is open mid-May to mid-September. www.myrtlewaves.com

###