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Media Release
For immediate release



WATER SAFETY AWARD 2010 WINNERS ANNOUNCED

Today Water Safety New Zealand hosted the annual Water Safety Awards Ceremony in Wellington.

Introduced to recognise excellence and innovation in water safety, the Awards were presented in three group categories: Education, Awareness and Prevention. An individual Award was made for Outstanding Achievement and for the first time a Media Partner Award was presented.

While a lot of very strong nominations were received in all categories, the winners stood out and were deserving of the acknowledgment and the \$5000 contribution to professional development.

Congratulations to the Water Safety Award winners for 2010!

New Zealand Water Safety Award for Education 2010

Sport Otago for the Skills 2 Swim Programme

New Zealand Water Safety Award for Awareness 2010

Coastguard Northern Region for the Suddenly In Charge Campaign

New Zealand Water Safety Award for Prevention 2010

Sir Edmund Hillary Outdoor Pursuits Centre



New Zealand Water Safety Award for Outstanding Contribution to Water Safety 2010

Surf Life Saving New Zealand 100 Year Anniversary

New Zealand Water Safety Award for Media Partner 2010

Whitebait TV for the What Now children's entertainment show

Summary information on the Water Safety Awards and category winners is provided in the attached documents.

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WATER SAFETY NEW ZEALAND

Formed in 1949, WSNZ is the national organisation responsible for water safety education in New Zealand.

WSNZ targets drowning prevention and water safety in communities through education. WSNZ oversees proven, proactive and preventative education interventions. In addition, WSNZ prioritizes leadership, collaboration and enabling the water safety sector with resourcing, research, planning and communication.

WSNZ is the lead agency for the Swim and Survive sector in New Zealand. The Sealord Swim For Life initiative is WSNZ's major project. WSNZ seeks to address a dramatic decline in swimming ability of our youth. The Sealord Swim For Life initiative is an overarching, national project established to:

- Provide all children with access to the water;
- Facilitate the delivery of quality swim and survive programmes in primary schools;
- Provide the foundations for the development of a culture that produces generations of New Zealand families that are water safe.

