



21 November 2011

**Media Release**

For immediate release

## **WATER SAFETY HEROES RECOGNISED AT NATIONAL AWARDS**

On Thursday 24<sup>th</sup> November the annual New Zealand Water Safety Awards will be presented at a ceremony at Te Papa in Wellington.

“Hosted by Water Safety New Zealand (WSNZ), the Awards for 2011 are being supported by Sealord. The Sealord New Zealand Water Safety Awards for 2011 will recognise excellence, achievement and innovation in water safety, and offer an opportunity for organisations and individuals involved in water safety to showcase their successes,” explains WSNZ CEO, Matt Claridge.

Established to promote a culture of excellence in the water safety sector, the Awards support the New Zealand Water Safety Framework and help WSNZ and its member organisations to achieve this by identifying and highlighting successful initiatives.

“Safety is a huge priority for Sealord and our partnership with WSNZ to help Kiwi kids learn to swim to survive is a wonderful way to extend this to our community. Sealord is delighted to help acknowledge the people who are making a real difference in the area of water safety,” says Sealord General Manager New Zealand Business Unit, David Welsh.

Awards will be given in three categories: Education, Awareness and Prevention. There is also an Outstanding Contribution Award which is presented to recognise those who have made a positive difference in the water safety sector.

The New Zealand Water Safety Awards will be held on November 24<sup>th</sup> starting at 7pm; the venue is Te Marae at the National Museum of New Zealand Te Papa, Wellington.

...Ends...



**For more information or media that would like to attend please contact:**

**Matt Claridge**

Interim CEO

Water Safety New Zealand

Phone: (04) 801 9600

Mobile: (027) 478 1836

Email: [matt@watersafety.org.nz](mailto:matt@watersafety.org.nz)

## **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 Learn to 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.

---

### **Our Way Of Life: National Water Safety Communications Campaign**

TVNZ and New Zealand Post have partnered with WSNZ to deliver a water safety communications campaign across New Zealand.

'Our Way of Life' is the campaign theme.

Our Way of Life communicates that New Zealanders, by virtue of who we are and where we live, are predisposed to enjoying aquatic based activities and environments. The objective of the campaign is to encourage participation in all things aquatic, the associated benefits of this, but with the underlying message that all aquatic activity requires that safety is the first priority.

