

## **Fourteen Drown in March and Easter Holidays**

Poor decision making is the primary factor in a disappointing drowning toll for the month of March and Easter holidays. Ten drowning deaths have been recorded through March with an additional four fatal incidents occurring over Easter break.

Thirteen of the fourteen deaths involved recreational activities with one accidental immersion.

Incidents involving small boating craft, angling and swimming dominate the statistics and underline the need for personal responsibility when recreating in, on or under the water.

Matt Claridge, WSNZ General Manager, “the really disappointing aspect of these incidents is that the vast majority involved people who neglected the most basic of water safety precautions. They consequently paid with their lives.”

“Wearing life jackets in small boats, avoiding alcohol and never swimming alone are simple, common sense measures that make water based activities a lot safer.”

Claridge concludes “our annual drowning toll is one of the worst in the developed world. Complacency and ignorance are major contributors to drowning deaths. These factors often combine and basic safety precautions are bypassed, putting people at increased risk. Until people start to take responsibility for their own, and others safety, we will continue to see tragedies like those exhibited over the last month happen again.”

...Ends...

### **For more information or interview contact:**

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