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PRESS RELEASE

Kiefer Partners in Big Splash

Waukegan, IL (February 3, 2017) – The Waukegan Parks Foundation is excited to announce its partnership with Adolph Kiefer and Associates to offer a field trip to the Field House Sports, Fitness and Aquatics Center for each of Waukegan’s second grade classrooms during the 2017-18 school year. “This partnership was critical to our Big Splash project,” said Charlotte Callahan Wozniak, Vice President of the Foundation. “Our goal is to give every second grader in Waukegan an introductory water safety and swim lesson and acquaint them with the facilities at the Center. With Kiefer’s generous donation we will be able to provide each student with a swimsuit for the pool visit.” Adolph Kiefer and Associates donated almost 9,000 boys and girls suits sized for second graders. “That should keep the second graders swimming for several years,” said Callahan Wozniak.

Tom Fuller, Adolph Kiefer and Associates President stated, “We are glad that we could help with such a great program. Our founder, Adolph Kiefer, has dedicated his life to helping swimmers of all ages and abilities and after 70 years, this is still our company’s mission. As Adolph would say, “Let’s keep ‘em swimming!”

The planned field trips will include transportation, lunch, structured activities in the gym, rock wall and pool and are planned to last most of the school day. Trips to the Field House will be scheduled by school throughout the academic year.

The Waukegan Parks Foundation developed the Big Splash project as a means to reduce accidental drownings. According to the Center for Disease Control, about one in five people who die from drowning are children 14 and younger. For every child who dies from drowning, another five receive emergency department care for nonfatal submersion injuries.

In December, the Parks Foundation held a fundraiser prior to the opening of the pool and raised nearly \$10,000 to support the Big Splash. Other fundraising activities are planned to acquire additional funds. Anyone interested in more information, or wishing to donate to the Big Splash, is encouraged to contact Charlotte Callahan Wozniak at char@northshoreprinters.com.

About Adolph Kiefer & Associates:

Gold medalist Olympic swimmer Adolph Kiefer founded Adolph Kiefer & Associates in 1947. As the official aquatics supplier to the 1948 U.S. Olympic Swim Team, the company introduced the first nylon swimsuit as a lightweight alternative to wool and cotton suits and a cost alternative to the silk suits of the time. Since then, Kiefer has provided the swim community with many innovative aquatic performance and safety products including the original Wave Eater racing lane, fully customizable starting blocks, lifeguard equipment and apparel, and a complete line of competitive swimsuits and swim goggles. Today, the company's mission is still to help and protect swimmers of all ages and abilities.

About the Waukegan Parks Foundation

Founded in December 2014, the Waukegan Parks Foundation a 501 (c)3 corporation partners with the Waukegan Park District to enrich the lives of community members, build community image and pride, and ensure access to parks, programs and facilities for all.

The Foundation develops financial support for the District by receiving gifts, bequests and endowments; promotes use of District's resources and services; increases public recreational, education and conservation programs of the District; acquires, holds and conveys land for future development of public parks and outdoor recreational areas; and engages the community in activities related to health, wellness and environmental stewardship.

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