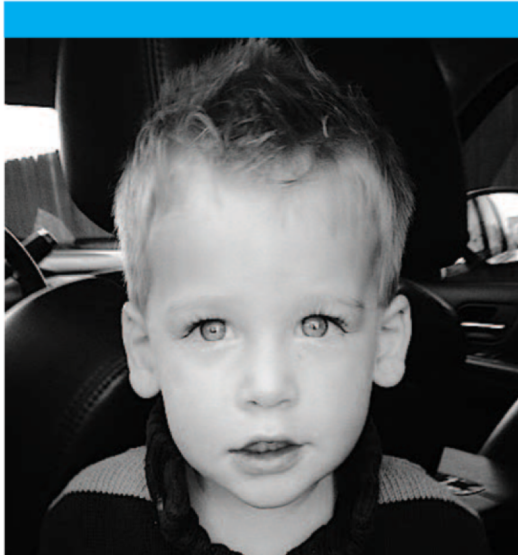


# GUESS WHICH AGE IS MORE DROWN-PROOF? **NEITHER.**

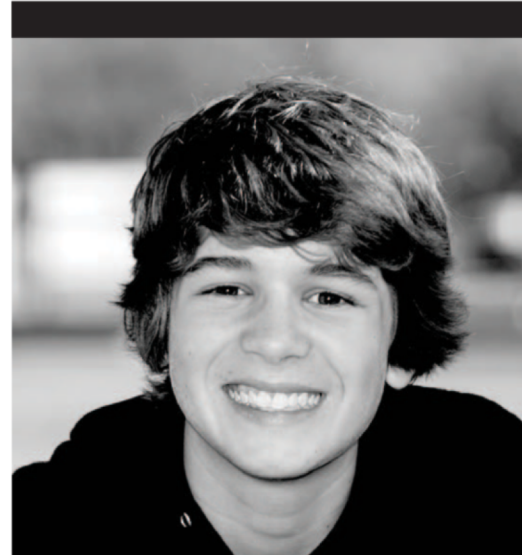


DROWNING IS THE #1 CAUSE OF ACCIDENTAL DEATH FOR KIDS AGES 1-4.

**PAXTON** AGE 4



pools  
& hot tubs



DROWNING RATES TRIPLE AT AGE 15 IN NATURAL WATER & REMAIN ELEVATED.

**CONNOR** AGE 15



lakes  
& natural water

LET'S TAKE A LOOK AT THE NUMBERS OVER 10 YEARS...

Numbers of fatal unintentional drowning among persons aged <=29 years, by setting and age group, 1999 - 2010

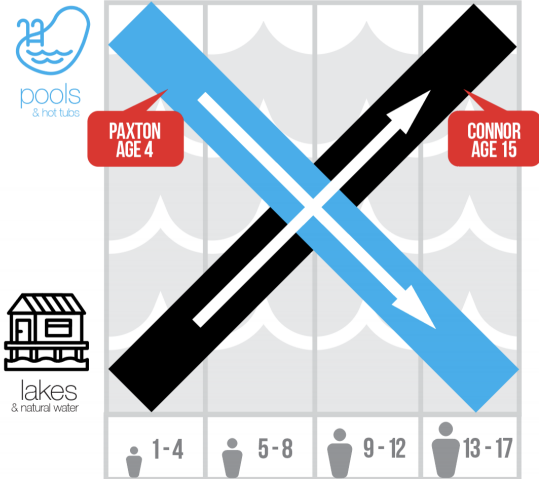
	<1	1-4	5-9	10-14	15-19	20-24	25-29	Total
Swimming Pool	61	2852	616	356	383	295	268	4831
Natural Water	--	800	539	700	2083	2031	1433	7586
Boating	--	28	65	101	302	423	367	1286

# water safety is lifelong.

all water. all ages. always.

the LV project™  
**THE X EFFECT.**

REMEMBER THE X. A SIMPLE WAY TO UNDERSTAND DROWNING RISK.



YOUNGER KIDS ARE AT HIGHER RISK IN SWIMMING POOLS.  
 OLDER KIDS ARE AT HIGHER RISK IN NATURAL WATER.

WE LOVE OUR LITTLES.  
 WE LOVE OUR BIGS.  
**LET'S PROTECT THEM BOTH.**

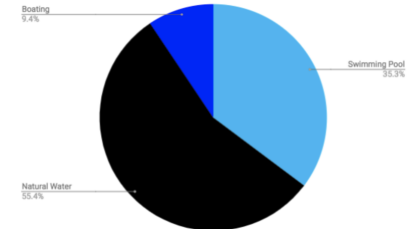
**Multiple pool barriers:**  
 70% of drownings happen during non-swim time.

**Life vests on lakes:**  
 Two-thirds of drownings are "good swimmers."



Hi friend,  
 I'm Dana, founder of The LV Project. In 2012, I let my teenage son go to a lake birthday party with four friends and a host family. At 8:15pm, Connor jumped from the dock, landed badly, and didn't resurface. Life vests were not required at this party. **Despite being a lifelong lake kid and an excellent swimmer, Connor died that night.** Three years after that terrible day, I met Kaitlyn. After months of careful planning, her family's beautiful backyard pool was finally complete. Two weeks after it was filled, as Kaitlyn cooked dinner, Paxton quietly slipped out the back door and was found in the hot tub minutes later. **Despite knowing how to swim, Paxton died that day.** Kaitlyn and I are good moms. Safety moms. Loving moms. Yet, we lost our baby boys to the water: **mine at age 15, hers at age 4.** Right in line with The X Effect. What we now know is that our stories are common... too common. If Kaitlyn had known drowning is the #1 cause of accidental death for kids ages 1-4, perhaps her story would be different. If I hadn't assumed life vest usage, or if the host family had known the risks for teens in lakes, perhaps my story would be different. **Simply put, we don't know what we don't know.** **We want to change that.** I've dedicated my life to understanding why drowning is so prevalent in our country, yet so misunderstood. After analyzing the data, a surprisingly simple pattern emerges. An "X". Too many believe knowing how to swim is enough. It isn't. How we wish someone had told us about The X Effect. That's why we're telling you... so you can protect your LoVes. We don't want our story to become your story.  
 Buoyantly,  
*Dana Gage*

## LET'S LOOK AT THE NUMBERS.



**Pool: 35%**  
**Natural: 55%**  
**Boat: 9%**

*Ever thought about water at age 4 vs. 14? Most people think knowing how to swim is enough. It's not. A closer look at the numbers shows that water safety never ends. Teaching kids how to swim is fundamental, but there's so much more. When they're little, use multiple barriers to the water and teach them never to go to water without a gownup. Then as they grow, graduate your kids (and your young adults) from pool to lake safety. It might surprise you to learn that drowning rates in natural water triple at age 15 and remain elevated through adulthood. Make life vests on lakes like seat belts in cars, a must.*

