



**coldwaterwarning.com**

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**Board Members:**

**Claude Anderson, Don Bellfield,**

**Roger Janzig, Ron Jacobson,**

**Tim O'Donnell (Chair)**

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*coldwaterwarning.com is a nonprofit corporation organized to reduce through education the chance of accidental drowning due to the effects of cold water on young swimmers and to honor the memory of Brian James Jacobson, age 9, who accidentally drowned in the cold water of the Minnesota lake next to his home on April 30, 2004.*  
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October 16, 2008

Dear Supporter,

Once again we appeal to you for your continued support of our water safety mission and educational activities. We believe that the best way to prevent tragic loss of life in the cold waters of lakes and rivers especially in the springtime is to educate children and adults about the danger of cold water to swimmers.

Only too often do we hear of tragedy in the spring whereby someone who jumps into cold water accidentally drowns. The cause of drowning is likely not hypothermia but cold shock that affects the human body either by inhaling water when suddenly submerged or by the loss of strength to swim. Fellow board member Ron Jacobson believes that if his grandson had known about the danger of cold water to swimmers he would be alive today.

Our nonprofit maintains a website at [www.coldwaterwarning.com](http://www.coldwaterwarning.com), which provides web links to important educational information. Since 2005, we have done annual springtime cold water warning news conferences, which have been well covered by the local news media. We have spoken before groups and demonstrated effects of cold water on the human body. During May of 2008 we promoted water safety with large posters on the sides of Metro Transit buses in the Twin Cities. National safety organizations link to our website. We believe that we are making a difference regarding public awareness of the issue.

Through your support we can continue to promote water safety and to educate youngsters and adults about the dangers of cold water to young and adult swimmers. Thanks for your consideration and support. A tax deductible contribution can be given by mail, Pay Pal or payroll deduction. If I can answer any questions for you please call me at 651-602-1269.

Best Regards,

*Tim O'Donnell*

Tim O'Donnell, Chair, [coldwaterwarning.com](http://coldwaterwarning.com)