



coldwaterwarning.com

MEDIA ADVISORY

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Minnesota Cold Water Awareness Day on April 30 warns of cold water dangers, despite warm, springtime weather

WHAT : Minnesota Cold Water Awareness Day, proclaimed by Gov. Mark Dayton, is an annual educational event designed to inform people young and old about the dangers of sudden cold water immersion and the **deadly effects of cold water shock** which occurs within seconds.

WHEN: Saturday, April 30, 2011

WHO: In addition to representatives of coldwaterwarning.com (listed above), the following water safety experts are available anytime for interviews on the **dangers of cold water**:

- **Tim Smalley**, Boat and Water Safety Specialist, Minnesota Department of Natural Resources, 651-259-5354 (office), 651-610-0025 (cell), and 651-493-0863 (home)
- **John Raby**, American Red Cross Twin Cities Area Chapter volunteer and authorized provider of American Red Cross health and safety classes, 952-470-4156. (Raby also is president of Minnesota Safety Services, a safety consulting and training company.)
- **Boatswain's Mate First Class Martin Oro**, of the U.S. Coast Guard's Marine Safety Detachment in St. Paul, 612-725-1871 (office) or 612-805-5666 (duty cell phone).
- Check out our www.coldwaterwarning.com website for additional information from these and other organizations, including a link to a "Cold Water Boot Camp" video on YouTube.

WHY: Ice has gone out on area waterways and summer-like temperatures are not uncommon this time of year. It will make that lake or stream look mighty inviting, right? Don't be fooled – the water is still **dangerously** cold and could quickly cause drowning. Children and adults alike need to heed the warning and stay out of the water, and wear a life jacket if they go boating.

"Our grandson accidentally drowned in spring 2004, and we believe it was due to the effects of cold water," said Ron Jacobson, one of the founders of coldwaterwarning.com. "Our grandson was a good swimmer – but cold water can stop the best of swimmers. If he had known this, maybe he would not have dived in to swim a short distance from his boat to shore. It was a beautiful April afternoon – so easy to think it was mid-summer and that the water was safe – and it was not."