



coldwaterwarning.com

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Board members:

Claude Anderson, Don Bellfield,

Ron Jacobson, Roger Janzig,

Tim O'Donnell, Susan Van Hese

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coldwaterwarning.com is a nonprofit corporation with a 501(c)(3) status. It was organized to educate people – especially children – about the danger of cold water, and how even short-term immersion can cause accidental drowning. The nonprofit formed after the accidental drowning of 9-year-old Brian James Jacobson in spring 2004 and thereby honors his memory.
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April 25, 2011

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 our lakes and rivers – especially in the springtime – is to educate children and adults about the danger of cold water to swimmers and boaters.

Only too often do we hear of tragedy in the spring – someone who jumps into cold water accidentally drowns. The cause of drowning is likely not hypothermia, but rather it is the immediate cold shock. This cold shock can cause you to inhale water into your lungs when you are suddenly submerged or to quickly lose the strength you need to swim. Fellow board member Ron Jacobson believes that had his grandson known about the danger of cold water to swimmers, he would be alive today.

Our nonprofit maintains a website at 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 the 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. In spring 2010 and 2011, we shared cold water warning coloring books and information cards with children, parents and teachers during Earth Day events at the Minnesota Zoo. National safety organizations link to our website. We believe that we are making a difference by raising public awareness of this important issue.

Through your support we can continue to promote water safety and to educate youngsters and adults about the dangers of cold water to swimmers and boaters. Thank you 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 952-451-4689.

Best Regards,

Tina O'Donnell

Tim O'Donnell, Chair, coldwaterwarning.com