

Minnesota Cold Water Awareness Day - Saturday - April 18, 2009

A report by Ron Jacobson, Brian James Jacobson's grandfather

The fifth annual *Minnesota Cold Water Awareness Day* has been proclaimed by Governor Tim Pawlenty for Saturday, April 18, 2009. For the past four years coldwaterwarning.com has held a news conference to promote water safety and to educate folks, especially young swimmers, about the danger of cold water. This year we will NOT hold a news conference at riverside on Harriet Island. Instead, we have sent out a Media Advisory and provided names and phone numbers of specialists who are willing to be interviewed and who work to make water recreation safe and who are there to provide rescue operations if needed.

We are very happy to report that in the past five years all whom we have asked to participate in our educational efforts have said yes and more - what can we do. It is as if we all know how important this message is - cold water is dangerous and can cause drowning. Youngsters must learn about this - and it is up to us adults to educate them. I believe that if my grandson (who drowned in cold water five years ago) had been taught that cold water can take away his strength to swim, he would most likely be alive and with us today. I believe it was cold shock and swimming failure, not hypothermia, that were the reasons my grandson drowned. If he had known - and if he had worn a life jacket - things might have been different.

We are so fortunate to be in Minnesota and the land of 10,000 lakes. Enjoy the lakes - and make them safe for everyone - especially the young in the spring. Please teach youngsters about cold water awareness and the need to wear life jackets when boating. Thanks.

Minnesota Cold Water Awareness



WATER SAFETY

Did you know
that falling
or jumping
into

COLD WATER
can cause
LOSS of LIFE

by
DROWNING

due to...
COLD SHOCK,
immediate
gasp reflex
& inhaling
of water,

SWIMMING
FAILURE,

loss of muscle
coordination
& your ability
to keep
your head
above water.

WEAR A
LIFE JACKET!

This is a copy of our new banner. It consists of elements that were on previous cold water items. The polar bear is from an earlier button that we made - designed by Gare Frick. The water safety column of information is from earlier book markers which we made two years in a row - thanks to a generous donation from Tops Pizza in Rosemount, MN. And the title is from last year's banner which we designed for the 2008 Harriet Island news conference. What we hope we have here is an interesting picture that attracts youngsters - the bear and the sign - and the column of info for mom or dad or a friend to read to the youngster. It is important for the youngster to beware of the danger of cold water - and to wear a life jacket! We all must be teachers.

The banner is 3 x 4 feet and will be used behind an information table we hope to have at various gatherings of children and adults.

We did make some table top signs of the banner measuring 12 x 16 inches with a standard so that they would stand on the top of the table or shelf. We distributed these signs to merchants in the St. Paul skyway system who were happy to post them for visitors to see. Here are a two posting locations: St. Paul Classic Cookie Co with owner Katie Novotny and Colors with artist Frank Brown. Thank you Katie and Frank.



So far this year we have been contacted by a tv station and a radio station who want to cover the Governor's proclaimed Minnesota Cold Water Awareness Day, 4/18/2009.

Fox 9 interviewed Ron Jacobson at Crystal Lake in Dakota County as well as a boating family with youngsters. It gave good information and we thank channel 9 and Rob Olson for doing this. Here are two screen shots of the report that was broadcasted on Thursday evening, 4/16, at 9:30 pm.



WCCO Radio also interviewed Ron and it is on their website.

We thank everyone who is helping to make Minnesota youngsters smart about water safety: wear a life jacket and beware of the danger of cold water.

Lastly, we want to show the Governor's proclamation and to thank Governor Tim Pawlenty for his continued support. We also wish to thank State Representative Phil Sterner for his support.



STATE of MINNESOTA

Proclamation

- WHEREAS: Recreational use of Minnesota's lakes, rivers, and streams is important for many residents and tourists; and
- WHEREAS: Safe recreational use of these waters is important for both young and old; and
- WHEREAS: Sudden cold water immersion can cause drowning due to cold shock (sudden gasp and inhaling of water) and swimming failure (loss of muscle coordination and ability to keep head above water); and
- WHEREAS: Springtime waters can be dangerously cold after the ice has melted; and
- WHEREAS: Minnesota citizens, including Brian James Jacobson, age nine, have accidentally drowned in cold water in Minnesota; and
- WHEREAS: Increased awareness of the danger of cold water to persons in the water, particularly young swimmers, is critical so that everyone can work to avoid accidental drowning due to cold water.

NOW, THEREFORE, I, TIM PAWLENTY, Governor of Minnesota, do hereby proclaim Saturday, April 18, 2009, as:

MINNESOTA COLD WATER
AWARENESS DAY

in the State of Minnesota.



IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Minnesota to be affixed at the State Capitol this ninth day of April in the year of our Lord two thousand and nine, and of the State the one hundred fiftieth.


GOVERNOR



SECRETARY OF STATE