



# coldwaterwarning.com

## **MEDIA ADVISORY**

**APRIL 16, 2009**

Media contacts: Tim O'Donnell, chair, [coldwaterwarning.com](http://coldwaterwarning.com), cell 952-451-4689  
Ron Jacobson, board member, [coldwaterwarning.com](http://coldwaterwarning.com), cell 651-233-6472

## **Minnesota Cold Water Awareness Day warns of cold water dangers, despite warm, springtime weather**

**WHAT :** Minnesota Cold Water Awareness Day, proclaimed by Gov. Tim Pawlenty, 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 18, 2009.

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

- **Kim Elverum**, Boat and Water Safety Coordinator, Minnesota Department of Natural Resources, 651-259-5343 (office) and 612-390-0678 (cell).
- **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.)
- **Petty Officer Dan Schultz**, of the U.S. Coast Guard's Marine Safety Detachment in St. Paul, 612-719-4586.
- **Holli Drinkwine**, Ramsey County Sheriff's Office Water Patrol, 651-266-9421.
- Check out our [coldwaterwarning.com](http://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](http://coldwaterwarning.com). "He 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."