



Irish Water Safety

Sábháilteacht Uisce na hÉireann

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Mr Patrick Creaven
Printed Blinds Factory
17b Clargalway Corporate Park
Claregalway
Co Galway

22nd October 2012

Dear Patrick

Irish Water Safety is the statutory, voluntary body and registered charity established to promote water safety in Ireland. An average of 140 people drown in Ireland every year and we strive to reduce drownings by educating and training the public in how to stay safe in, on and around water.

We are delighted to support your scheme that provides printed blinds for primary schools as it provides an ideal medium through which we can target children who are all at-risk of drowning at some stage in their childhood and adult life.

Tragically, forty children aged fourteen and under drowned in Ireland in the last ten years. Your initiative will help us to reduce this figure over the coming years as it allows us to effectively reach children at an age when their attitudes and behaviours can be molded to steer them towards best practice as they get older.

The feedback on your scheme thus far is excellent and is an ideal compliment to existing classroom water safety work. Irish Water Safety introduced primary aquatics water safety, "PAWS" to the physical education strand of the primary school curriculum in an effort to educate children on the dangers of aquatic environments. The teacher resources and pupil certificates are free for schools and your scheme reinforces the messages that school teachers are delivering to pupils.

I have no doubt that your scheme will have a direct result on changing pupil's attitudes to safety and is a novel way of increasing the amount of information that a student will retain. Thank you for helping us to increase awareness and reduce drownings with a quality, novel and eye-catching product.

Yours in safety

Marketing Manager & Deputy CEO