

For Immediate Release

Active Living Shines Spotlight on Cambridge Junior Lifeguarding Club

Cambridge, Ontario, August 26, 2009 ... Shining the light on 'active living' programs in the community is the key focus of the upcoming video shoot at George Hancock Pool. On Thursday August 27th, a video crew will seek to document the unique Junior Lifeguarding program in Cambridge.

George Hancock Pool started a new club for Junior Lifeguarding geared to youth eight years of age and older. The club is meant to teach young people more about the sport of lifeguarding and to help them develop lifeguarding skills that enrich all facets of their lives.

It's a week long program that involves training in skills such as pulling a person (mannequin) to safety and strengthening swimming skills. At the end of the week, the club holds a mini competition where participants compete using the skills they have learned over the week in timed events such as ones geared around First Aid.

Jordan Duggan, a member of the Canadian National Lifeguarding team, initiated the Cambridge-based program and is the program's coach. "The program is going really well so far," he said, "we have some strong little swimmers who are really enjoying it."

While the first club experience is underway, there are more slated for the fall in other pools throughout the City.

Lifeguarding is a rising sport on the international level and the event is much like firemen competitions in that participants have to use their skills to compete for the best time. Participants are also judged on how they quickly they are able to gather essential information and how they interact with Emergency Services and bystanders.

There will be a photo opportunity for media to attend:

When: 11:00am - noon
Thursday, August 27th

Where: George Hancock Pool
115 Glenmorris St.

For more information contact:

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The City of Cambridge is one of the fastest growing areas in the country. It is strategically located astride highway 401 in Southwestern Ontario, part of Canada's Technology Triangle. In 2009, the population reached over 126,000 people. With a multicultural mix and a strong foundation of support services, Cambridge has a diverse economic base with leading industries in manufacturing, automotive, high technology, pharmaceutical, business and financial services and hospitality/retail. The Corporation of the City of Cambridge is an employer with a work environment that offers the opportunity to provide service to the community through creativity and innovation, and with opportunities for career growth and advancement. Based on the 2007 BMA Management Consulting Inc Municipal Study, the City of Cambridge is one of only four municipalities in the province that is debt free.

For more information on the area or the corporation visit www.cambridge.ca

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