



Elise Cerami was always happy to be in the water.

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A POSITIVE WAVE OF CHANGE

The Foundation

The Swim4Elise Foundation was created to promote water safety and honor 13-year-old Elise Cerami who drowned during her swim practice on June 20, 2016. Elise, a competitive swimmer for over 7 years, logged over 700 races as a USA Club Swimmer and a Texas Amateur Athletic Federation (TAAF) Swimmer. On that fateful day, Elise was only 15 minutes into a club warm-up when her teammates found her unresponsive on the bottom of the pool. She was completely healthy. No medical condition was found to have caused her drowning. Ultimately, no one heard Elise drown. No one saw her drown. No one was actively scanning the water. Elise's story reminds us, that even strong swimmers can drown. No one is drown-proof and lifeguarding family and friends, particularly children, in the water can save them. In memory of our beautiful daughter, Elise Cerami, we ask that you and your family **#Swim4Elise** by helping us **#MakeWaterSafetyHappen** Learn more about Elise and our BELIEVE mission at www.swim4Elise.com

Drowning Problem

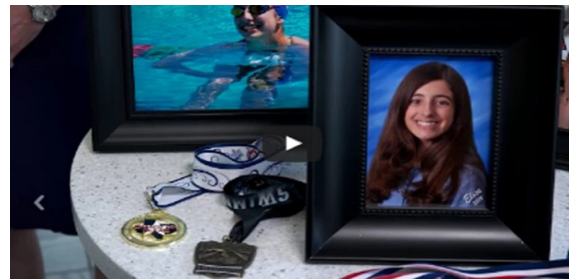
Even though preventable, drowning statistics are shocking. **Every summer, over 500 children drown in the United States, 54% of these deaths affect children ages 0-4. Even in drownings of older children, ages 10-17, 47% KNEW HOW TO SWIM.** In 2016, the year of Elise's tragedy, over 100 children drowned in Texas. Drowning is silent. Someone who is panicked in the water is primarily focused on breathing; they are unable to expel air or scream for help. Regardless of age or skill, drowning can happen quickly. Within seconds, the lives of good families, including ours, are never the same – a life is lost.

In Honor of Elise

In April, over 1000 people came together to participate in the Run4Elise, a 5K-1 Mile fun run that served as a platform for water safety awareness, while raising funds for the Elise Cerami Memorial scholarship program. With the help of over 40 sponsors, \$10,000 was awarded to recipients for swim camp, college tuition and lifeguard certifications. The Foundation plans to continue this event each spring in advance of the summer water season.

Water Safety Efforts

In partnership with Cook Children's Hospital, the Swim4Elise Foundation has shared its water safety message with thousands of families through social media, CBS News, Fox News, 1310 The Ticket, KRLD Radio, USA Swim events, camps and via our website www.swim4Elise.com During the week of June 20, Swim4Elise Volunteers will provide outreach education to daycare children in the highest age risk for drownings. Volunteers will read, "Clifford takes a Swim," encouraging children to only swim when an adult is watching. Kids will then bring home "watch me" bracelets and "water watcher/guardian" cards for their parents, along with a safety pledge and drowning prevention resources. We encourage parents to learn more ways to keep their families safe around water.



The Cerami family explains why fatal drowning is possible for even competitive swimmers.

