



American Red Cross

Camden County Chapter
5425 Rt. 70 West
Pennsauken, New Jersey 08109

February 8, 2011

Danzeisen and Quigley
Rt. 70
Cherry Hill, New Jersey 08034
Attention: Robert Danzeisen; Stephen A. Katz

Dear Friends:

The Camden County American Red Cross endorses your efforts to create a world class swimming and training facility in Cherry Hill, New Jersey. As you know, our organization trains thousands of persons each year in water safety skills starting with Learn-to-Swim classes and continuing through Lifeguard and Pool Manager training programs.

For many years, we have witnessed the disappearance of appropriate facilities locally to conduct our training, as the YMCAs closed and other institutions eliminated their swim facilities. The lack of year-round training space has severely hampered our efforts to train lifeguards, as most pools do not have the depth needed for advanced training. We were certainly excited to learn about your plans and look forward to partnering with you in providing community-based programs when your facility, the South Jersey Aquatic Center, is completed.

In the 1920s, when the American Red Cross was in its infancy as an organization, drowning was the number one cause of death in the United States. Through the efforts of Commodore William Longfellow, the Red Cross added water safety to its list of priorities and tens of thousands were taught water survival skills and thousands more were taught to save the lives of those who faced death by drowning. We still have many challenges in "drown proofing" residents, but together we can make a strong impact on improving the safety of those who are on or near the water.

Thanks for your efforts in bringing this vital initiative to our community.

Sincerely

Julianne "Camy" Trinidad,
Executive Director, Camden County American Red Cross