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Media Release

For Immediate Release

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Cultus Lake Park “Kids Don’t Float” Lifejacket Loaner Station

Rachel Litchfield, Manager of Corporate Services / Corporate Officer of Cultus Lake Park is pleased to announce the launch of “Kids Don’t Float” Lifejacket Loaner Station Program to Cultus Lake Park, Main Beach.

This initiative in collaboration with members of the Royal Canadian Mounted Police and supporting sponsors who have made kind donations and have come together to encourage and promote water safety here in Cultus Lake.

Litchfield noted that boating and water safety has become a concern over the last couple years with recent incidents, traumatic drownings, trauma to families, community members, visitors and first responders. Many resources have been utilized in all situations and is quite costly to deploy services and resources.

Cultus Lake Park Board Chair, Kirk Dzaman, commented *“The Board is proud of our community and organizational partners who have come together to provide this important initiative promoting the safe enjoyment of Cultus Lake Park.”*

Visitors will have the ability to borrow lifejackets, available in various sizes, and return them after use at no cost. This also provides the opportunity to educate the public about drowning and injury prevention through public education materials such as posters and pamphlets. Availability will be based on staff resources and on a first come first serve basis to those that wish to borrow them.

With respect to Cultus Lake Park’s funding abilities, the park receives no funding on a local, Provincial or Federal level and is entirely self-sustaining.

We encourage guests, visitors and residents to Play it Safe at Cultus Lake Park!

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