

The logo features a stylized, light gray graphic of a person with arms raised, forming a 'Y' shape, with a five-pointed star above the right arm.

AMERICAN RED CROSS CENTENNIAL CAMPAIGN PROGRAM

PR-25-007

February 18, 2025

Purpose

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- Notification of Killeen Parks and Recreation's acceptance into the American Red Cross Centennial Campaign.



Background

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- ❑ Drowning remains the leading cause of death among children aged 1-4. In Bell County, the rates exceed the national average. Last year, KPR successfully conducted swim lessons and Whale Tales sessions, engaging 850 participants.
- ❑ American Red Cross (ARC) is celebrating 100 years of water safety programming. As part of the Centennial Campaign, ARC has selected 100 cities to honor this milestone and recognize 100 years of success in water safety.

Criteria

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- ❑ Must reside in a region with a drowning rate exceeding the national average.
- ❑ Must have an established swim lesson program accredited by the American Red Cross.
- ❑ Commitment to a program duration of 3-5 years.

Benefits

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- ❑ State-of-the-art training for staff to enhance their ability to recognize aquatic emergencies.
- ❑ Offset and waived costs for staff training and study materials.
- ❑ Reduced swim lesson fees (\$5) for up to 200 eligible patrons annually.
- ❑ Designation as an Ambassador to Water.
- ❑ Complimentary “swag bag” for all Centennial Campaign participants.
- ❑ National recognition from the American Red Cross (ARC).