



## FOR IMMEDIATE RELEASE

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### **KAISER PERMANENTE'S "OPERATION SPLASH" CELEBRATES ELEVEN YEARS IN CHULA VISTA**

*Swim program has provided over 14,210 elementary students with free swimming lessons*

On Tuesday, August 21<sup>st</sup>, Kaiser Permanente will kick-off the eleventh year of Operation Splash in the City of Chula Vista. Last year, Kaiser Permanente provided a 2-year grant of \$93,500 to the Friends of Chula Vista Parks and Recreation, which will fund free swim lessons for over 1800 children through the end of the 2018/2019 school year.

The event will take place at 10:30 a.m. at Loma Verde Aquatic Center, 1420 Loma Lane, Chula Vista. Fourth grade students from Greg Rogers, Valle Lindo, and Silver Wing Elementary Schools will be participating in their second week of swim lessons. A student from one of the participating schools will speak at the event about what the swimming lessons means to them.

Chula Vista Mayor Mary Casillas Salas said, "Operation Splash is an excellent program that will help to reduce drowning, increase water safety, and raise the level of physical fitness among our youth. We appreciate Kaiser Permanente's efforts as a community partner to bring improved health to our residents."

Operation Splash began in 2006 and since then the program has now grown to nearly a \$7 million commitment from Kaiser Permanente to improve swim safety and expand access to public pools throughout Southern California. A total of \$568,500 in grant funding has been provided, over 11 years, in Chula Vista.

"This program is a fun way to ensure children are water safe and active. Our rewarding partnership with the city of Chula Vista has really made a lasting difference in the health of these young students," said Jane Finley, senior vice president and area manager for Kaiser Permanente San Diego.

Operation Splash was developed as part of Kaiser Permanente Southern California's Healthy Eating Active Living efforts to reduce obesity in the community by broadening opportunities for access to healthy foods and daily physical activity. The mission of Operation Splash is to support aquatic facilities and swim programs that help increase physical activity in under resourced communities, diminish the risk of chronic disease, and build strong bodies.

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