



TOWN OF LADYSMITH

PROCLAMATION

National Drowning Prevention Week

- WHEREAS:** *Drowning is a leading cause of preventable death in Canada, claiming the lives of over 450 individuals each year; and*
- WHEREAS:** *The global impact of drowning has been recognized by the United Nations General Assembly, which designated July 25 as World Drowning Prevention Day through Resolution A/75/L.76; and*
- WHEREAS:** *The Lifesaving Society is a national charitable organization dedicated to preventing drowning and reducing water-related injury through training programs, public education, research, and the establishment of aquatic safety standards; and*
- WHEREAS:** *National Drowning Prevention Week raises awareness of drowning risks and promotes Water Smart® behaviours that help prevent water-related incidents; and*
- WHEREAS:** *Increasing public awareness of key safety measures—such as supervising children in and around water, avoiding alcohol consumption during aquatic activities, and wearing lifejackets when boating—can significantly reduce the incidence of drowning;*
- THEREFORE:** *I, Deena Beeston, Mayor of the Town of Ladysmith, do hereby proclaim July 19-25, 2026 as “National Drowning Prevention Week” in the Town of Ladysmith, British Columbia.*

Issued this 7th day of July, 2026

Deena Beeston
Mayor, Town of Ladysmith