



The ZAC Camps



What are ZAC Camps?

In 2011, The ZAC Foundation launched its first *ZAC Camp* – designed to provide children access to professional swim instruction and important lessons regarding water safety. The success of the pilot camp served as a stepping-stone for the Foundation’s national partnership with the Boys & Girls Clubs of America, which has brought *ZAC Camps* to Clubs in more than 40 cities across the country.

ZAC Camps teach children to swim and be safe in and around pools and open water areas. The ZAC Foundation has partnered with a variety of local outreach programs including Boys & Girls Clubs of America, YMCAs, the National Red Cross, local police and fire departments, EMS, as well as Olympic swimmers, U.S. Congressmen and women, and other celebrities. In addition to its partners, The ZAC Foundation works with local and national media outlets on water safety stories involving the *Camps* to increase awareness and education beyond the camp site.

ZAC Camps, open to 5 to 9-year-olds, are composed of three primary educational stations: classroom instruction, swimming lessons, and interaction with First Responders. These stations work together to teach children the ABC and Ds of Water Safety – adult supervision, barriers around water, water safety classes, and drain safety.

Classroom Instruction

The ZAC Foundation has worked with educators to create a camp curriculum devoted to teaching the ABC and Ds of water safety. Each child is given a copy of *The Polar Bear Who Couldn't, Wouldn't Swim*, a water safety book authored by the Foundation’s founders Karen and Brian Cohn, and spends their classroom time learning valuable reading and writing skills, while advancing their knowledge of water safety.

Swimming Lessons

Children partake in swimming lessons that are specially designed for their swimming levels. Qualified swimming instructors and lifeguards lead each lesson and teach basic swimming, self-rescue skills, and create a benchmark for a lifetime of mindfulness around all bodies of water in every class.

First Responders

Children learn how to be safe in a potential water emergency from those who know best – their local First Responders. At the *Camp’s* “Touch A Truck” station, local firemen, police officers, EMS, and the Red Cross let campers experience first hand what it is like to be in an ambulance, police boat, fire truck, and police car, while teaching them vital skills that can help save lives in the event of a water emergency.

Get Involved

The curriculum and programming for the *ZAC Camps*, including press materials, are designed to allow for the program to be replicated throughout the country and world. For more information about *ZAC Camps* or to learn how to sponsor a *Camp* in your area, email info@thezacfoundation.com.

Achieving Success

ZAC Camp By the Numbers

ZAC Camps will have educated over 4,000 5 to 9-year-old campers on Water Safety

Participation of 3 Olympic swimmers

Achieved successful partnerships with Boys & Girls Clubs of America, Family YMCAs, Park Districts, Fire Departments, Police Departments, the EMS, the Red Cross, Congresswoman Debbie Wasserman-Schultz (FL), Congressman Jim Himes (CT) and Congressman Robert Dold (IL)