



FOR IMMEDIATE RELEASE: TUESDAY, DECEMBER 20, 2011

***Let's Make Waves* launches the Make A Splash campaign**

TORONTO, ONTARIO, December 20, 2011 – In response to the Toronto City Council's budget proposal to remove funding and City programming from 7 school pools within the Toronto District School Board (TDSB), the non-partisan coalition, *Let's Make Waves* launches a city-wide campaign to further engage the community and allow Torontonians to stand a fighting chance to save their community pools. The MAKE A SPLASH campaign launches December 20, 2011, fully loaded with viral videos, civic mapping, discussion boards, letters to the Mayor of Toronto and social media support. Hundreds of volunteer advocates are quickly spreading the word and directing others to the online petition. MAKE A SPLASH could in effect be more of a tidal wave!

Former Toronto mayor and now chair of the TDSB, David Crombie, has requested the city to "revisit" its 2012 budget proposal to cut funding and city programming from the seven city pools. Bedford Park, Frankland, Gordon A. Brown, Hillcrest Community Center, Runnymede Collegiate, Duke of Connaught and Sir Wilfrid Laurier Collegiate are all on the 'chopping block'. Should the pools be axed, it will displace thousands of swimmers, who participate in Physical Education classes, Co-curricular programs, and Permit Programming for Toronto residents. .

The City of Toronto already uses the TDSB pools for 45% of its Aquatics Programs. . *Let's Make Waves* is asking the City of Toronto, the TDSB, and the Government of Ontario to work together to find a long-term, sustainable solution for the TDSB Pools, and requesting that no pool should be closed without a complete and proper assessment under the leadership of the TDSB's Toronto Lands Corporation and the Aquatics Working Group.

The MAKE A SPLASH campaign encourages continued community participation in ensuring the long term health of Toronto's pools. In 2009, with community involvement and minimal marketing, permit revenues for another set of 31 pools managed by the TDSB's Toronto Lands Corporation (TLC) have grown from \$300,000 to over \$1,000,000 in annual revenue. And the revenues are continuing to grow! It was simply a matter of communicating that the school has a pool, slightly reducing the fees, and adding a customer service approach to encourage programming. Share your voice by signing the MAKE A SPLASH petition to further inform the public and community groups of these life-saving and health-promoting community assets. City councilors need to be reminded that their vote matters to residents, and an assessment needs to be done before any pool is closed. .

In accordance with David Crombie's efforts, *Let's Make Waves* strives to inform, engage and empower Toronto's community through the MAKE A SPLASH campaign. Everyone is encouraged to sign the online petition at www.letsmakewaves.ca

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