



FOR IMMEDIATE RELEASE: MONDAY JANUARY 16TH, 2012

***Let's Make Waves* and the Make A Splash campaign Call for Action**

TORONTO, ONTARIO, Monday January 16th – 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* launched a city-wide campaign to further engage the community and allow Torontonians to stand a fighting chance to save their community pools. Since December 20, 2011 the MAKE A SPLASH campaign, fully loaded with viral videos, civic mapping, discussion boards, letters to the Mayor of Toronto and social media support has rallied 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 aptly called a tidal wave!

Tuesday January 17th @9am *Let's Make Waves* is coordinating a **city-wide rally** as a Call for Action to SAVE the POOLS and MAKE A SPLASH at City Hall in Toronto at the start of the City Council budget votes.

Former Toronto mayor and now chair of the TDSB's real estate arm, the Toronto Lands Corporation (TLC), David Crombie, has requested the city to "revisit" its 2012 budget proposal to remove funding and city programming from the seven city-leased 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 these pools be axed from the lease, it will displace thousands of swimmers, who participate in physical education classes, co-curricular programs, and programming run by third-party groups who provide revenue through permit fees.

The City of Toronto already uses the TDSB/TLC 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 these community pools and requesting that no pool should be closed without a complete and proper assessment under the leadership of the TDSB/TLC's and the Aquatics Working Group.

The MAKE A SPLASH campaign encourages continued community participation in ensuring the long term fiscal viability of Toronto's pools. In 2009, with community involvement and minimal marketing, permit revenues for *another* set of 31 pools managed by the TDSB/TLC have grown from \$300K to over \$1M in annual revenue. These revenues are continuing to grow! It was simply a matter of communicating that the school has a pool, standardizing permit fees, and adding a customer service approach to encourage programming.

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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