

RADIO ROUNDUP

a collection of features, oddities,
and helpful tips



**NORTH AMERICAN
PRECIS SYNDICATE, INC.**

415 Madison Avenue, 12th Fl.
New York, New York 10017

99 WORDS, 30 SECONDS

HEALTH AND SPORTS

(BEGIN *SOUND BITE*): **“Hi, I’m Rowdy Gaines, and I’ve been a swimmer most of my life, so it’s hard for me to imagine not being able to save myself if I fell into the water. Yet thirty-seven percent of American adults can’t swim the length of a pool, which puts them at risk of being one of the ten people who drown every day in the U-S. Please, join me in recognizing the month of April as Adult Learn-to-Swim Month. Learn more at the Swimming Saves Lives Foundation: U-S-M-S--DOT--ORG--SLASH--LEARN-TO-SWIM.”** (END *SOUND BITE*)

NOTE TO BROADCASTERS: SOUND BITE AVAILABLE ON CD. FOR MORE INFORMATION, PLEASE CALL THE MEDIA RELATIONS DEPARTMENT AT 1-800-222-5551. ROWDY GAINES WON THREE GOLDS IN THE 1984 LOS ANGELES OLYMPICS. HE IS A U.S. OLYMPIC HALL OF FAME MEMBER AND MEMBER OF THE INTERNATIONAL SWIMMING HALL OF FAME. DURING ONE FOUR-YEAR PERIOD, GAINES HELD ELEVEN WORLD RECORDS AND, HAD THE UNITED STATES NOT BOYCOTTED THE 1980 SUMMER OLYMPICS IN MOSCOW, HE WOULD HAVE BEEN A FAVORITE TO WIN MULTIPLE MEDALS IN THOSE GAMES. GAINES CONTINUES TO SWIM TODAY AND IS PASSIONATE THAT AMERICANS SHOULD LEARN TO SWIM. HE HAS PARTNERED WITH SWIMMING SAVES LIVES FOUNDATION TO RECOGNIZE APRIL AS ADULT LEARN-TO-SWIM MONTH—ENCOURAGING ADULTS TO SWIM.