



Official newsletter of STA



May 2016

STA is Going Quackers for National Water Safety Week



On Sunday 5th June STA will launch 1,000 orange ducks into the River Severn at The River Festival in Shrewsbury to mark the start of National Water Safety Week. [Read more](#)

Last Chance to Grab Your Free Resource Pack to Support National Water Safety

Week

STA has created a free downloadable resource pack, which includes everything a swim school, leisure centre or primary school needs to get involved in this year's National Water Safety campaign on 6th - 10th June. The free pack, available until 27th May, includes lesson plans, a host of activity sheets, posters, certificates, leaflets and much more.

Pledge your support for water safety education by registering online today!



[Make Your Pledge Today](#)

STA Release Preview to Hard-Hitting Video



In support of National Water Safety Week, STA is proud to unveil the trailer to its powerful new campaign video, which has been created in partnership with [Doing it for Dylan](#) to show the devastating effects of losing a loved one to drowning.

The full version of the video will be released during the week-long

campaign in June and features advice from Dawn Whittaker, the Water Safety Lead for the Chief Fire Officers Association (CFOA).

New Logo with Reflective Meaning

Those eagle-eyed amongst you may have noticed STA's logo looks a little different this month! That is because a new strapline has been added: *Health Leisure Life*. The new strapline is a translation of the Latin motto of the charity's original crest, which is featured on STA's qualification certificates.



Dave Candler, STA's newly appointed CEO, said that this serves not only as a symbol for change at STA with a new management team and vision, but importantly it also acknowledges our great history as a swimming teaching and lifesaving organisation.

Swimming Glory

Congratulations to all the participants who took part in Oldham Community Leisure's 2016 Milltown Sprint Triathlon last month, which STA supported by donating 300 swim caps. For all the details [visit their Facebook page!](#)

Elevate - Great First Show

STA had a fantastic first show at Elevate earlier this month - thanks to everyone who came along and to those who made a [#WaterSafetyPledge](#) in our photo booth in support of National Water Safety Week, which starts on 6th June. Some of the photos from the show are [featured on our Facebook page](#).

STA Extends it's Partnership with China's Family Box

The biggest provider of baby swim lessons in

China has renewed its partnership with STA by signing a new five-year deal for the organisation's specially devised infant swimming programme. [Read more here](#)



And Finally...

Good luck to STA's Garry Seghers who will be travelling back to Vietnam at the end of this month in support of the charity Hue Help, to train more IFSTA swimming teachers - including 45 teachers from primary schools and 40 social workers from Buddhist communities.

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STA, Anchor House, Birch Street, Walsall WS2 8HZ, United Kingdom
Tel: +44 (0)1922 645097 | Email: sta@sta.co.uk