



LIFESAVING SOCIETY®

The Lifeguarding Experts

THE LIFESAVING SOCIETY WELCOMES NEW MEMBER RELATIONS MANAGER

EDMONTON, August 5, 2020 - The Lifesaving Society is pleased to announce the appointment of Miss Madison Lalonde as Member Relations Manager for the Alberta and Northwest Territories Branch.

When Madison accepted her initial Lifesaving Society role as Service and Merchandise Coordinator in September 2019, she was excited to return to the world of aquatics. Having previously worked as a Swim Instructor for nearly 10 years, and an Instructor Trainer for 4, she clearly has a passion for drowning prevention and water safety.

Her new role as Member Relations Manager includes the oversight of multiple priorities, including business operations, merchandising, test sheet administration, and volunteer recognition. She looks forward to this promotion allowing her the privilege and opportunity to work more closely with affiliates, the Chief Executive Officer, and her colleagues.

Madison is a University of Alberta School of Business graduate with a major in Strategic Management and Organization. Given her previous professional roles with Coca-Cola Canada, as well as Public Service Procurement Canada, she has aptitude and experience in both Sales and Human Resources, which she will be able to apply to her new management role.

Madison can be reached during business hours at 780-415-1755 or by e-mail at madisonl@lifesaving.org.

The Lifesaving Society – Canada’s lifeguarding expert – is a charitable organization working to prevent drowning and water-related injury through its training programs, Water Smart® public education, water-incident research, safety management services and lifesaving sport. Annually, more than 1,200,000 Canadians participate in the Society’s swimming, lifesaving, lifeguard and leadership training courses.

[Reg. Charity No. 11912 9021 RR0001](#)

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