



LIFESAVING SOCIETY®

The Lifeguarding Experts

Communique

Alberta and Northwest Territories Branch Notice

November 26, 2021

Giving Tuesday - November 30, 2021

While Black Friday has come to mark the start of holiday shopping, followed quickly by Cyber Monday, Giving Tuesday stands in contrast to their consumer focus. With its focus on generosity, Giving Tuesday is a reminder and an opportunity to contribute to humanitarian causes. We invite you to kick-off this season of giving by joining the Giving Tuesday global movement and donating to the Lifesaving Society.

2020-2021 have been some of the deadliest years for drownings in the Society's recent history. We at the Society have worked hard to rise to this challenge; we stepped up our public education campaigns, developed elementary level water safety resources, supported communities with Lifejacket Loaner Stations, and have made our drowning prevention materials more accessible than ever before. But we still have a long way to go, and we need your help.

This Giving Tuesday the Lifesaving Society is asking members to support our drowning prevention mandate by making a charitable donation. Your gift will have a strong impact in our work towards a drowning-free Alberta and Northwest Territories.

Donations can be made at <https://givingtuesday.ca/partners/19308>, or any time of year through the link on our website, www.LifeSaving.org.

Thank you for your generous support,

Zach Trynacity
Fund Development Coordinator,
Lifesaving Society, Alberta and Northwest Territories Branch

The Lifesaving Society Alberta and Northwest Territories Branch

Charitable Registration No. 11912 9021 RR0001

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