



LIFESAVING SOCIETY®

*The Lifeguarding Experts*

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Alberta and Northwest  
Territories Branch

January 11, 2022

Dear Affiliate Partner,

As you may have recently seen through communication from the Canadian Red Cross, they have decided to wind down their involvement in swim and lifeguard programming across Canada in order to direct more attention to surging humanitarian demands in other areas. As part of that decision, Red Cross has worked closely with Lifesaving Society Canada to ensure a smooth transition for you to begin offering Lifesaving Society programs to your customers.

The Lifesaving Society welcomes the opportunity to work with you to ensure the continuity of swim and lifeguard training to Canadians. We appreciate the confidence Red Cross has expressed in us as we provide you with the benefit of over 100 years of experience in delivering nationally recognized swim and lifesaving programs in Canada.

Both organizations have worked together for many years toward the common humanitarian goal to prevent drowning and water-related injury. That collaboration will continue in making the transition of all current Red Cross water safety delivery partners, instructors and lifeguards as easy as possible. We also look to use this new opportunity to promote the life skills and excellent leadership values offered through becoming a lifeguard and swim instructor, now through a single organization.

The Red Cross will support its current training partners through 2022 to make the transition to Lifesaving Society swim and lifeguard training programs. To that end, more information can be found on our website at [www.lifesaving.org](http://www.lifesaving.org) along with Frequently Asked Questions to answer queries you may have. If you have additional questions or input, we encourage you to contact our office through the information below or contact Red Cross at [myrc.redcross.ca](http://myrc.redcross.ca) or 1-877-356-3226.

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

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I want to emphasize our commitment to provide you with excellent service in the delivery of water safety training to residents of your communities. In working with the Lifesaving Society, you will have the full strength of an organization that represents Canada internationally in the Royal Life Saving Society Commonwealth and well as being the Canadian member of the International Life Saving Federation (ILS). Thank you for your anticipated support and cooperation as we move forward together.

Sincerely,

A handwritten signature in black ink, appearing to read 'K. Carter', with a stylized flourish at the end.

Kelly Carter  
Chief Executive Officer  
Alberta and Northwest Territories Branch