



MEDIA RELEASE



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Operation Splash Kick Off To Be Held June 14, 2014 *Swimming Season Begins in East Valley*

Indio, CA (May 27, 2014) – Operation Splash is set to kick off the pool season on Saturday, June 14, 2014. Pawley Pool Family Aquatic Complex will once again be the site of the Operation Splash check presentation ceremony, the summer kick off of the pool season and swimming scholarships in the East Valley. This year, Kaiser Permanente has donated \$55,000 for Desert Recreation District to offer scholarships for swim passes, swim lessons and Jr. Lifeguard training to kids in the Coachella Valley.



Part of Kaiser Permanente's Healthy Eating Active Living (HEAL) initiative, Operation Splash is designed to promote activities to keep kids healthy and active despite the summer heat, engage families to embrace water-related activities and demonstrate that water safety can also be fun. Pool passes can be used at Pawley Pool in Indio, Bagdoura Pool in Coachella and Mecca Pool in Mecca.

This year marks the seventh consecutive year Kaiser has donated funds for this program. The festivities begin at 9a.m. on Saturday, June 14, 2014 with an open swim at the Pawley Pool Family Aquatic Complex located at 46-350 S. Jackson Street in Indio. A short presentation by Kaiser Permanente will follow at 10 am. Officials from the city of Indio, Coachella, Mecca and Supervisor Benoit's office are expected to be on-hand.

Pool passes will be distributed after the presentation. Qualified participants must attend the kick-off event and pick up their Operation Splash passes at that time.

There are still scholarships available. Applications for swim passes or lessons are available online at www.MyRecreationDistrict.com or by visiting any DRD operated facility.

For more information, contact Desert Recreation District at 760-347-3484 or www.MyRecreationDistrict.com. Para informacion en Español 760-396-0257.

About Desert Recreation District

The Desert Recreation District supports communities throughout the Coachella Valley by partnering with them to encourage healthy lifestyles, wellness activities and positive out-of-school programs. The District maintains quality park and recreation facilities and trails, initiates and delivers programs and services, and facilitates leisure opportunities for residents of all ages. Programs vary by community. For more information contact DRD at www.MyRecreationDistrict.com or 760-347-3484.

