

MEDIA ANNOUNCEMENT



Local Businessman Stephen Little donates \$5,000 to Desert Recreation District to help fund free children's swim lessons

Drowning Prevention is a top priority for Little

Indio, CA (July 18, 2019) – Chief Executive Officer of Claro Pool Services, Inc., Stephen Little recently donated \$5,000 to Desert Recreation District (District) to help the District offer more free swim lessons to children throughout the Coachella Valley.



Little has been involved with the "Learn to Swim" movement for many years and he serves on the Board of Directors of the USA Swimming Foundation. He has partnered with Team USA and brought as many as 18 teen USA Olympians to the Palm Desert Aquatic Center to assist in teaching kids to swim.

Little's passion for giving back to his community, and specifically in drowning prevention was borne out of personal loss as his maternal grandmother died in a drowning accident 50 years before he was born. As a local business owner for 20 years with 78 full-time employees, Little feels a sense of responsibility to give back and he selected the District this year due to the effort the District puts into offering free swim lessons through initiatives and partnerships such as Operation Splash with sponsor Kaiser Permanente; Ready, Set, Swim! Coachella Valley which is offered in collaboration with Desert Healthcare Foundation District, and the swim lesson program sponsored by the City of Coachella.

Desert Recreation District greatly appreciates the donation as the District has been committed to reduce the tragedy of drownings for years. In fiscal year 2018, almost 400 swim passes were given out, giving those learning to swim a chance to practice what they learn between or following lessons, and more than 1,700 swim lessons were provided. The District looks forward to growing a long-term relationship with Mr. Little and thanks him for his generous donation.

For more information on Desert Recreation District programs and activities, visit MyRecreationDistrict.com, call 760-347-3484 or pick up a local Activities Guide at any DRD Community Center (Palm Desert, Thousand Palms, Bermuda Dunes, La Quinta, Indio, Indio Hills, Coachella, Mecca, Thermal, and North Shore).

About Desert Recreation District

[Desert Recreation District](http://DesertRecreationDistrict.com) (DRD) is the largest park and recreation district in California, covering over 1,800 square miles and serving more than 385,000 residents throughout the greater Coachella Valley. DRD manages, maintains and assists in maintaining over 30 parks and recreation facilities; creates and delivers quality programs, services and classes; and, facilitates leisure opportunities through partnerships – this community collaborative approach allows us to provide barrier-free and safe recreational activities. DRD strives to ensure the public receives personal benefits such as physical fitness, relaxation and revitalization; social benefits in the form of stronger and healthier families and enriching the lives for persons with disabilities, and economic benefits through more productive and healthier citizens and increased tourism.



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