



6<sup>th</sup> September 2024

Dear Parent/ Guardian,

We would like to bring to your attention the importance of learning to swim for your child's safety, development, and well-being.

**On average 400 people drown in the UK each year.** This staggering number could be significantly reduced with a nation of stronger swimmers and lifesavers.

*In addition to being one of the most important life skills, swimming enhances the overall physical and cognitive development of children. Fundamental movement skills such as coordination and balance, throwing and catching, and kinaesthetic awareness all flourish as children are led through new aquatic challenges. Likewise, swimming has been proven to accelerate the development of cognitive functions such as counting, speech, and teamwork, particularly when it is taught using a games-based approach.*

York Swimming Academy continues to provide children with the best possible advantage in life through premium quality swimming lessons at the right price. These lessons take place across several venues in and around York across various days of the week and are very competitively priced at just **£8.50 per lesson**.

To arrange a free trial to see how York Swimming Academy can help you bring out the best in your child, please contact: [info@yorkswimmingacademy.com](mailto:info@yorkswimmingacademy.com) or visit: [www.yorkswimmingacademy.com](http://www.yorkswimmingacademy.com) .

Yours sincerely,

**Dan Richards**

York Swimming Academy