



## ***14<sup>th</sup> Annual Lowcountry Splash***

### **For Immediate Release**

**For More Information: Kellen Correia at (843) 860-6596 or [kbcorreia@gmail.com](mailto:kbcorreia@gmail.com)**

**(Mt. Pleasant, SC – January 20, 2015)** On May 30<sup>th</sup>, 2015 swimmers from around the world can “**Getting Under It**” during Charleston’s premiere swim event, the **14<sup>th</sup> Annual Lowcountry Splash - Open Water Swim**. The recently added 5 mile swim across the Cooper River beginning at Daniel Island is a huge success. This is in addition to the original 2.4 mile swim along the Mount Pleasant shoreline, swimming under the Cooper River Bridge and finishing at the Charleston Harbor Marina in front of the USS *Yorktown* at Patriots Point.

The Splash isn’t just an award-winning competitive swim it’s also for charity, as proceeds from the event benefits the Logan Rutledge Children’s Foundation. The local not- for-profit organization established in May of 2002 in memory of Logan Jennings Rutledge (7/30/02-08/26/02). The foundation supports Lowcountry Aquatic Project Swimming as the need for swim instruction is vital in our community where beaches, rivers, creeks, pools and lakes are prevalent. Drowning the second leading cause of death for children in the U.S., and notably SC ranks ninth. The **LAPS** program teaches swimming lessons and water safety to kindergarten and first graders in Charleston County School District’s lowest socioeconomic schools. This costs about \$150,000 a year to provide over 1,700 students this FREE local learn-to-swim program.

Over 700 swimmers of all levels participated last year in the Splash: triathletes, recreational lap swimmers and competitive age group swimmers including Olympic swimmers. The Splash continues to grow in popularity attracting swimmers from 34 states and 5 countries.

To better prepare you for the Lowcountry Splash we offer a Swim Camp to improve your technique. Camp starts April 1<sup>st</sup> at Danny Jones Pool in North Charleston.

Those who register for the swim event before Friday, Jan. 23<sup>rd</sup> receive a discount on fees. To sign up or for more information on the Lowcountry Splash and swim camp visit the new updated website at: [www.lowcountrysplash.com](http://www.lowcountrysplash.com).

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