



**Rhythm and Stroke LLC**

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**Splash and Friends**



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Press Release

Coach André (Rhythm and Stroke LLC) and his wife Kimberly are the creators of Splash and Friends animation and children's book. This animation highlights the importance of water safety and speaks to children as well as the young at heart.

The animation and book are designed to encourage children and adults to learn to swim and reinforce the joys of swimming and water safety by eliminating fear, elevating confidence and educating basic water safety and survival skills in individuals fearful of the water.

The animation and book play out real life scenarios including the dangers associated with the improper supervision of children around water. It addresses proper drowning prevention tactics that everyone can participate in, in order to fight the high number of drownings plaguing our culture.

A portion of the proceeds from the animation will fund scholarships for qualifying children to participate in Rhythm and Stroke's "Do It Afraid program". This is a free program for children offered in the Spring/Summer annually.

It is our hope that this animation and book will bridge the gap between financial need and access to proper education and instruction.

Splash and Friends book is available now online at [www.rhythmandstroke.com/splash](http://www.rhythmandstroke.com/splash). The 3D animation is expected to air in Summer of 2021.

The animation and book discuss:

- hotel pool parties and unattended supervision around pools with kids
- adults allowing their children to participate in water activities while they themselves cannot swim
- hair and the pool (especially in the African American communities)
- the facts and the myths of swimming both culturally and generationally

We believe the Splash and Friends will help our children **Inhale Confidence and Exhale Fear!**