



The Sentosa Red and Yellow Day

Sentosa inks commitment to promote Beach Safety nationwide

Singapore, 18 June 2011 – Sentosa’s Beach Patrol team declares Saturday, 18 June 2011, the ‘Sentosa Red and Yellow Day’. A bright and boldly coloured event will be held on the island resort’s hip and happening Siloso Beach, where participants will be out in force, in what else, but red and yellow beach wear. The message, though, is simple - “Always Swim between the Red and Yellow Flags”.

The colours, red and yellow, represent the beach safety flag system recommended by the International Lifesaving Federation, are adopted by beach safety teams in Australia, New Zealand, United Kingdom, Canada and Philippines. The red and yellow flags demarcate a swim zone which is patrolled by Beach Patrol Officers.

“We have regular exchange trips with our international counterparts, and we know that by leveraging a universal system, we can continue to effectively cultivate a generation of responsible swimmers who will be able to enjoy the open waters anywhere they travel to”, said David Goh, Senior Divisional Director of Leisure Management.

In addition to using the Red and Yellow Flags system, the team conducts Water Safety Demonstrations on its shores, every last Saturday of the month.

“A third of island guests visit our beaches, and the beach culture on Sentosa is growing in popularity among the youth, yuppies and families”, added Mr Goh. “In tandem with this, we have trained and grown our team of beach patrol officers. They not only watch over our beach guests, but are passionate about imparting life-saving skills and sharing life-time tips with anyone who loves the beach. This outreach is carried out on and off the island resort through special programmes.”

A Beach Safety First programme for schools was launched 10 months ago on the mainland. To date, Sentosa has brought its beach messages to 40,000 primary and secondary pupils through fun and interactive engagement by Sentosa’s Beach Safety First mascot, Buddy Cool. These range from understanding the varying gradients in the seabed to dealing with marine stings, and the dangers of mixing alcohol with swimming or ‘horse-back swimming’ where a swimmer carries another on its back.

Testament to its continued commitment in promoting beach safety nationwide, Sentosa will sign a Memorandum of Understanding (MOU) with the National Water Safety Council (NWSC) to develop a water safety corner on the island resort’s family beach, Palawan Beach. It will be an interactive facility where beach-goers and families can join beach safety ambassadors on learning journeys about safe practices and open-water conditions.

“Sentosa has been a valued partner of the NWSC in promoting water safety. The signing of today’s MOU will bring this partnership to a new level by widening our educational outreach to the community. There is always more to be done when it comes to water safety. While we are happy to have Sentosa’s support in enhancing water safety standards in Singapore, I would like to take this

opportunity to urge like-minded agencies to partner the NWSC in developing new initiatives to improve our water safety culture”, said Dr Teo Ho Pin, Chairman of the National Water Safety Council.

Dr Teo Ho Pin, who is concurrently the Honorary Advisor to the Singapore Life Saving Society, and Mike Barclay, Chief Executive Officer of Sentosa Development Corporation, will also mark Sentosa’s inaugural Red and Yellow Flag day by flagging off the first ever Swimathon on Siloso Beach, in which 150 participants will attempt to make waves in the Singapore Book of Records, with the most number of laps swum in three hours. More information is available at <http://www.sentosa-rednyellowday.blogspot.com>.

Sentosa Red and Yellow Day 2011

Date : Saturday, 18 June 2001

Time : 11am to 6pm

Venue : WaveHouse Sentosa on Siloso Beach

Event Activities

- First ever open-water Synchronised Swimming by Speediswim
- Swim between the Red and Yellow Flags – Swimathon
- Water safety demonstration
- Wind surfing demonstration
- Flippa ball

Beach Safety First at Sentosa

Sentosa first introduced the “Beach Safety First” program on its beaches in 2006 to educate beach goers about the open-waters and safety precautions. An open-water safety demonstration is conducted every last Saturday of the month.

Safety messages are also carried on signboards which are put up along Sentosa’s beaches.

The main messages include:

1. Always swim between the Red and Yellow flags.
2. Do not swim when you are on medication or when you have been drinking alcohol.
3. Always swim with a buddy and stay close to shore.
4. Always be under the supervision of an adult when at the beach.
5. Check the weather and water conditions before swimming, and never swim at night.
6. Be sun smart. Apply sunblock, wear proper clothing and drink lots of water.
7. Stay away from the rocks
8. Use emergency intercoms at all first aid stations any time you need to.
9. Do not leave your belongings unattended. Put them in a locker instead.
10. For your own safety, pay attention to safety advice by Beach Patrol Officers.

Sentosa Beach Safety First Outreach Programme

Programme Details

Talk by Sentosa's Beach Patrol Officers

Accompanied by Sentosa's Beach Safety mascot, Buddy Cool, the Beach Patrol Officers take their Beach Safety First messages out to the young in local and international schools. The information is presented in an engaging manner, where the Beach Patrol Officers share anecdotes of their personal experiences.

The topics include:

1. The difference between open-water and closed water.
2. International Flag System
3. Top Ten Safety Tips

The talk also includes a quiz session to ensure recall of the key safety tips.



Sentosa Beach Safety First video

This animated video carries the Beach Safety First tips and is shown at the Beach Safety First talks. The tone and style of the video will appeal to and capture the attention of the young. This video can also be uploaded on video portals to help spread the Beach Safety First messages.



Sentosa Beach Safety First mascot and vehicle **"Buddy Cool" and "Buddy Wagon"**

"Buddy Cool" is Sentosa's Beach Safety First mascot and ambassador, who joins the Beach Patrol Officers on their visits to schools to spread the Beach Safety First messages. They travel in the "Buddy Wagon" which is an attractive vehicle adorned with Beach Safety First tips.

Buddy Cool will be celebrating his first birthday at the Sentosa Red and Yellow Day on Saturday, 18 June 2011.



Sentosa Beach Safety First Facebook Page

<http://www.facebook.com/home.php?#!/beachsafetyfirst>

The Sentosa Beach Safety First Facebook page is a useful platform to engage the public on beach safety. The Beach Safety First Top Ten tips are listed. The page also provides regular updates on activities/events and information on beach safety by Sentosa's Beach Patrol Officers.



The image is a screenshot of the Facebook page for 'Beach Safety First (Official Page)'. The page header includes the Facebook logo and the page name. Below the header, there is a navigation menu with options like 'Wall', 'Info', 'Safety Tips', 'Photos', 'Events', 'Boxes', and '+'. The main content area features a post from 'Beach Safety First (Official Page)' dated 'Yesterday'. The post text reads: 'Beach Safety First (Official Page) It was such an exciting day yesterday. Beach Safety First has officially been launched to Sentosa's staff!!! Special thanks to our sponsors for supporting the design house for the beautiful Buddywagon. Stay tuned for pictures of all the fun... :D in P...'. Below the text are three small images: a cartoon character, a red and white vehicle, and a person in a yellow shirt. The page also shows a 'What's on your mind?' text box, an 'Attach' button, and a 'Share' button. At the bottom, there are links for 'Edit Page', 'Promote with an Ad', and 'Suggest to Friends'. A small banner at the very bottom says 'Beach Safety First is your responsibility! Practice Beach Safety First and Reduce Fun-ill'.