



lifesavers™
The Royal Life Saving Society UK

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Date

Pucker up for Kiss4Life week

Locking lips to save lives will be the theme of a fundraising week in February in aid of the leading lifesaving training charity *Lifesavers*, The Royal Life Saving Society UK.

Entitled Kiss4Life, *Lifesavers* is asking the public to get involved in kissing-related activities to raise money and awareness of its activities. Running from (*Insert Dates eg. Monday 9th –14th February*), the week is set to coincide with Valentine's Day. Kiss4Life is a fun concept with a serious message – anyone can learn a few simple steps to take action in an emergency and save lives.

For those who want to pucker up, special fundraising packs are available to provide inspiration and information. Ideas to raise money include everything from kissathons and speed dating to Valentine's Day-themed events.

Lifesavers, The Royal Life Saving Society UK aims to turn bystanders into lifesavers through training. Its programmes focus on education in a variety of areas including drowning prevention, water safety, resuscitating babies, children and adults who stop breathing and training the public in the use of defibrillators to help local heart attack victims.

During the week, members of the public will be asked to purchase specially designed Kiss4Life lip-shaped badges at a suggested cost of £1.

Lifesavers Chief Executive Di Standley said: "This week of events is a chance for everyone to get together and have fun whilst raising money for a great cause. We hope that everyone will join us in making it a success."

For further information or for a fundraising pack, click on www.kiss4life.org.uk or call 01789 774 226.

ENDS-

Notes to News desks:

Lifesavers, The Royal Life Saving Society UK, is the governing body and leading provider of training and education in lifesaving, lifeguarding, water safety and life support skills in the UK. Each year its volunteers train approximately 1 million people in water safety, rescue techniques and life support, including 95 per cent of all pool and beach lifeguards.

As a national charity, *Lifesavers* relies on public support.

Editors Note:

1. *Lifesavers* - The Royal Life Saving Society UK teaches lifesaving skills - prevention, rescue and resuscitation - to over 250,000 people each year.
2. *Lifesavers* has 'off the peg' courses or it can devise 'tailor-made' programmes to meet employers needs.

For further information, please contact *(Add your details here to include your name, address, telephone number and an email)* or contact Jane Cooper on 01789 774227 or email janecooper@lifesavers.org.uk