

PRESS KIT

- WATER SAFETY DAY -

MONDAY 6th JUNE 2016

Water Safety Day

Monaco - Monday 6th June 2016

On 6th June 2016, H.S.H. Princess Charlene of Monaco took part in a Water Safety Day organised by Her Foundation, the Centre de Sauvetage Aquatique de Monaco (CSAM) and Cap O Pas Cap (French association) in partnership with the Monegasque Red Cross.

As the summer season approaches, the messages promoted by the Princess Charlene of Monaco Foundation are more relevant than ever: to raise public awareness of the dangers of water, to educate children on prevention measures and to teach them to swim.

90 school children aged between 11 and 13 – from Bellevue School in Beausoleil and the F.A.N.B. and Charles III Schools in the Principality – participated in the day's event on Larvotto Beach focused on drowning prevention.

Firstly they took part in the thematic workshops which were: discovering the aquatic environment and drowning prevention, initiation in water rescue (beach flags, rescue tubes and nipper boards) and last but not least practising CPR and using defibrillators.

Red Cross volunteers and the CSAM team headed by its director, four-time world record holder in free-diving and ambassador of the Princess Charlene of Monaco Foundation, **Pierre Frolla** shared their knowledge and expertise with the children. They were supported by international water rescue champions: **Stéphanie Barneix-Geyer**, President of Cap O pas Cap (coastal rescue and paddle board world champion), **Alexandra Luz** and **Itziar Abascal Rivero** (both world coastal rescue champions), **Julien Lalanne** (world SERC champion) **Carlos Alonso Ruiz** (European rescue board champion) and **Anthony Mazzer** (European junior coastal rescue champion).

As drowning prevention is a shared concern, high level athletes in other disciplines also took part in the workshops: **Alain Bernard** (two-time Olympic freestyle swimming champion), **Virginie Dedieu** (three-time Olympic synchronised swimming champion), **Stéphane Diagana** (400m hurdle world champion), **Guillaume Néry** (multiple free-diving record holder) and **Kevin Rolland** (Olympic half pipe skiing medallist).

Olympic swimming champion **Kirsty Coventry** was also present.

The morning ended with a relay race - the Ocean Race (beach race, swimming, paddle board) between the various athletes, the commentaries of which were given by **Marc Toesca**. This event was won by the team made up of **Stéphane Diagana** (Beach race) **Alexandra Luz** (Swimming) and **Carlos Alonso Ruiz** (paddle board).

Finally, after lunch, the students attended lifesaving demonstrations given by the members of Cap O Pas Cap and CSAM and shared a special moment with all the athletes.

This event was organised with the support of the services of the Government of Monaco's Ministry of the Interior, in particular the Department of National Education, Youth and Sports.

Background:

- The World Health Organisation has estimated that 372,000 people died from drowning in 2012 worldwide:
 - Over 40 people die every hour
 - Over half of those drowned are under 25
 - Children under 5 are the most affected
- Close to 100,000 people across the globe, mainly children, have benefitted from the "Learn to Swim" and "Water Safety" programmes since the Princess Charlene of Monaco Foundation was first set up in December 2012.
- The CSAM, opened at the end of 2014, is the result of joint efforts between the Princess Charlene of Monaco Foundation, Pierre Frolla, four-time free-diving world record holder and one of its ambassadors, and the Government of Monaco. Located on Larvotto Beach in the Principality, the centre is a concrete illustration of the mission and values that the Foundation is keen to promote:
 - To educate children on prevention measures and teach them to save their own life and that of another person
 - To make these children responsible and concerned young citizens

For more information on this day and the various participants, see the Press Kit.

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WATER SAFETY DAY FOR DROWNING PREVENTION

The aim of the day is to prevent drowning by using rescue and lifesaving procedures. The Princess Charlene of Monaco Foundation and the Centre de Sauvetage Aquatique de Monaco (Aquatic Rescue Center of Monaco) are organising this event with the support of the French association Cap O Pas Cap and the Monegasque Red Cross.

Date: 6th June 2016

Location: Centre de Sauvetage Aquatique de Monaco (CSAM) and Rose des Vents - Larvotto Beach – Principality of Monaco.

Participants: A class of the “Collège Bellevue” from Beausoleil, a class from the “Collège Charles III” and a Class from FANB from Monaco: 90 children aged between 11 and 13.

Programme for the day

09.30 hrs: Children arrive.

10.00 hrs: Water activities begin and groups of children split up over the 5 workshops (Rotation every 20 minutes).

12.30 hrs: Champions Race (Ocean Race) (see appendix I)

13.00 hrs: Lunch

14.00 hrs: Water Rescue Demonstration by the Cap Ô Pas Cap team

15.30 hrs: End of the event and clearing up.

Presentation of the Workshops:

Beach flags - Beach: Rescuers lie face down on the sand with their backs to the sticks which are placed along a line parallel to the start line but 20m away. There is one stick less than the number of participants. When the signal is given, the contestants stand up, turn around and sprint to grab one of the sticks. Whoever ends up with no stick is eliminated.

Rescue Tubes - Beach: A rescuer has to bring back a victim using a rescue tube. Two assistant rescuers move the victim up the beach to the finish line.

Nipper-Boards - Beach: A rescuer has to bring back a victim using a rescue board. The victim is approximately 50m from the beach. This relay can be carried out successively by two teams.

Drowning Prevention - Terrace: Lesson given by 3 tutors in order to teach children about drowning prevention.

CPR- Classroom: Lesson provided by the Monegasque Red Cross in order to inform the children and introduce to them Cardio-Pulmonary Resuscitation procedures.

Appendix I

Description of Champions Race

The 12 celebrities will compete against each other in teams of 3 in an Ocean Race Sprint.

Each team consists of at least 1 female.

There are 4 teams.

- 1) Names will be drawn to determine who competes in which team.
- 2) Names will be drawn to determine who competes in which discipline.

The three athletes will compete in turn, in the form of a relay race, in running, swimming and Rescue Paddle events.

It is a line start. The competition will begin with the running event on the beach.

The first athlete in each team sets off running, sprints and passes the relay to the second athlete (approximate distance 200m in the sand).

The second athlete sets off swimming, sprints and passes the relay to the third athlete (approximate distance 200m).

The third athlete sets off rowing, completes the course and determines the winning team (approximate distance 350m).

PRESENTATION OF THE ATHLETES

PIERRE FROLLA

<p>Achievements</p>	<ul style="list-style-type: none"> • Free immersion world record holder in 1999 (descent with no fins or mask, using only the strength of his arms) • Free immersion world record holder in 2000 • Free immersion world record holder in 2001 • World record holder in the “Variable Weight” category in 2004. 	
<p>Profession</p>	<p>Director of the Ecole Bleue Director of the Centre de Sauvetage Aquatique of Monaco</p>	
<p>Presentation</p>	<p>Just like Jacques Mayol, whom Luc Besson made the hero of The Big Blue in 1988, it was as a child that Monegasque Pierre Frolla caught the diving bug.</p> <p>In the wake of his father who was a member of the national underwater hunting team, and encouraged by his brother at his side who pushed the challenge always a little further, Pierre grew up with fins on his feet and the Mediterranean as his field of play and exploration. Later in Nice where after leaving secondary school he trained to become a physical education teacher, Pierre had a life-changing encounter.</p> <p>He met Claude Chapuis, 1990 world record holder in static apnoea diving and a member of the French apnoea team A.I.D.A. He prompted the first competitions and embarked the bright young man on the adventure.</p> <p>A few years later, an event would dramatically change Pierre Frolla’s life. In the bay of Villefranche-sur-Mer, his friend Loïc Leferme died in 2007 at the end of a training session. The tragedy made him realise that it was perhaps time for him to stop competing and to make a contribution in his own way to protecting the undersea world which had always fascinated him. He decided to devote himself to teaching his passion in a school which he created in Monaco in 2002 (the Ecole Bleue) and to shooting documentary films.</p> <p>And then there was an old phobia that needed to be settled... Born in 1975, Pierre Frolla belongs to the generation of children who were traumatised by the movie Jaws and still had a terrible fear. He needed to fight fire with fire and confront the demon which still haunted him. Still freediving, he tirelessly explored the seas of the globe in search of sharks.</p> <p>Then came the day in October 2009 when off the coast of Guadalupe in Mexico, THE encounter took place. A memorable face to face, while freediving, with the legendary Great White. The female, measuring over 5.5m long, was swimming around him.</p> <p>Over and above the personal challenge, the spectacular images of this incredible adventure moved the whole planet and shattered the despicable image that a film and a good dose of ignorance tied to the shark.</p>	

	<p>Pierre Frolla's journey is also as one of a team. Adventurer companions including Fred Buyle and Jérôme Espla, united by the same values – freedom, humility, courage, sharing, passion and honour – promoted by the Ecole Bleue and through other efforts implemented for the benefit of underprivileged children (Operation Poseidon, Amade Monaco project, the fight against cystic fibrosis, etc.).</p> <p>Environmental protection being the link, to create from the little earthlings of today, the great "sealings" of tomorrow!</p>
Motto/ saying	The values of high level sport in support of the environment and education: courage, honour, sharing, fraternity, commitment, humility.
Website	www.csam-monaco.com

STÉPHANIE BARNEIX-GEYER

<p>Achievements</p>	<p>Coastal Lifesaving Sport</p> <ul style="list-style-type: none"> • French coastal lifesaving champion from 1995 to 2006 (except in 2003) in various specialities • World 4 X 90m relay champion in 2000 • European board champion in 2001 <p>Long distance paddle board</p> <ul style="list-style-type: none"> • The only European to compete solo in the legendary Hawaiian race, “the Molokai”(54 km) in 2003 • Winner of the Molokai in a mixed team in 2004 and 2006 • Winner of the Quiksilver Edition San Sebastian in Saint Jean de Luz in a team in 2004 • Winner of the Waterman Paddle Board in 2004 and 2006 • The only female to take part solo in the Quiksilver Eyewear Paddle Board Race San Sébastien in Capbreton in 2006 (63 km) (the longest solo race in the world) • North Atlantic crossing (across and back) by paddle board with Alexandra Lux and Flora Manciet in 54 days (World Guinness Book of Records) • Team crossing from Picos Azules (Patagonia) to Puerto Toro passing through Cape Horn (11 days): Cap o Pas Cap Challenge 	
<p>Profession</p>	<p>Seasonal Events Manager –Capbreton Town Council</p>	
<p>Presentation</p>	<ul style="list-style-type: none"> • Every summer from 1994 to 2006 (except 1999): lifeguard on the Landes coast • 1999 to 2000: development officer within the Departmental Life Saving and Rescue Committee • 2003 to 2004: contract worker for the Soustons Town Council • Since 2006: executive for the Capbreton Town Council • Sat on the Executive Committee of the French Life Saving and Rescue Federation (Fédération Française de Sauvetage et de Secourisme - FFSS) for 15 years • Sat on the Sports Commission of the International Life Saving Federation of Europe (ILSE) for 4 years • Founder and Vice President of the association CEFSSA 40 (Centre d’Enseignement et de Formation de Secourisme et de Sauvetage Aquatique 40) • President of the French association Cap O Pas Cap • Organiser of the Quiksilver Eyewear Paddle Board Race San Sebastian to Capbreton • Safety Officer for the Quiksilver PRO France stage of the world surfing championships for 3 years • Set up the Marine Rescue School in Capbreton • Worked on introducing coastal lifesaving to UNNS • Set up teaching programmes relating to lifesaving • Patron of the magazine Coureurs d’Ecume • Patron of the League against Cancer - Capbreton branch • Knight of the National Order of Merit 	
<p>Motto/saying</p>	<p>Against the rock, the stream always wins, not through strength but through perseverance.</p>	

ALEXANDRA LUX

<p>Achievements</p>	<ul style="list-style-type: none"> • World Life Saving Champion in 2010 • Multiple European Life Saving Champion • Multiple French Champion in paddle board, surf skiing, sprint and beach flags • North Atlantic Crossing (across and back) by paddle board with Stéphanie Barneix-Geyer and Flora Manciet in 54 days (World Guinness Book of Records) • Team crossing from Picos Azules (Patagonia) to Puerto Toro passing through Cape Horn (11 days): Cap o Pas Cap Challenge 	
<p>Profession</p>	<p>Property consultant</p>	
<p>Presentation</p>	<p>Since a young child, Alexandra has been in the water thanks to her parents who were master lifeguards.</p> <p>She began swimming very early but it was only after her father died that she started to swim with a club and discovered lifesaving in 2000 with Stephanie Barneix as her coach.</p> <p>Very quickly she was spotted by the national trainer and she joined the French junior team the following year.</p> <p>She continued to combine study with high level sports.</p> <p>She obtained her degree in “sports management” whilst being a member of the French senior team.</p>	
<p>Motto/ saying</p>	<p>Nothing is impossible until you have tried.</p>	

ITZIAR ABASCAL RIVERO

<p>Achievements</p>	<ul style="list-style-type: none"> • Member of the Spanish national life saving team since 2005 • World life saving champion in 2013 and 2015 • Bronze medallist in the world life saving championship in 2014 • Team crossing from Picos Azules (Patagonia) to Puerto Toro passing through Cape Horn (11 days): Cap o Pas Cap Challenge 	
<p>Profession</p>	<p>Rescuer</p>	
<p>Presentation</p>	<p>She was born in 1989 in Santander, Spain.</p> <p>Since the earliest age, she has been involved in the swimming, surfing and lifesaving world.</p> <p>Her parents ran a swimming school and she grew up in this environment where she developed both as a person and an athlete.</p> <p>She began competing at the age of 8 which led her to travel to France, Brazil, Egypt, and Australia and even undertake a voyage around Cape Horn in Patagonia.</p> <p>Lifesaving for her is a way of life, a sport, a job and a passion.</p>	

ALAIN BERNARD

<p>Achievements</p>	<ul style="list-style-type: none"> • 100 m Freestyle Olympic Champion 2008 • 4x100 m Freestyle Olympic Champion 2012 	
<p>Profession</p>	<p>Sports Consultant</p>	
<p>Presentation</p>	<p>A member of the Cercle des Nageurs in Antibes, trained by Denis Auguin, his international career at the highest level extended over the period 2005 to 2012.</p> <p>Alain Bernard demonstrated that he reached the highest level on Friday 21st March 2008 when he broke the world record in the 100 m freestyle at the semi-final of the European championships held in Eindhoven with a time of 47 s 60.</p> <p>During the same championships he broke this record once again in the finals finishing in 47 s 50 and also set a new world record for the 50 m freestyle at the end of the session with a time of 21 s 50.</p> <p>On 14th August 2008, he became the first French Olympic champion in the 100 m freestyle in 47 s 21 in front of Eamon Sullivan and the duo Jason Lezak - Cesar Cielo.</p> <p>At the Beijing Olympic Games, Alain Bernard helped his co-team members in the 4 x 100 m freestyle relay to win the silver medal, behind the American relay team headed by Michael Phelps and Jason Lezak and was awarded a bronze medal for the 50 m freestyle behind Cesar Cielo and his fellow countryman Amaury Leveaux.</p> <p>In the era of polyurethane suits, he became the first swimmer in history to cover the distance in under 47 s, recording a time of 46 s 94 on 23rd April 2009 in Montpellier (unconfirmed world record at the time, broken since).</p> <p>In 2012, he became an Olympic champion of the 4 x 100 relay: not selected for the final, he nonetheless enabled the French team to take part thanks to his participation in the series.</p> <p>He retired from sport in 2012 at the end of the London Olympic Games and has one of the best track records in French sport, with two Olympic titles.</p>	
<p>Motto/ saying</p>	<p>EXISTING IS INSISTING!</p>	

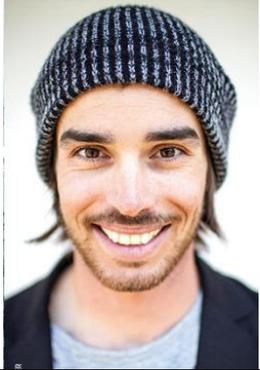
VIRGINIE DEDIEU

<p>Achievements</p>	<ul style="list-style-type: none"> • Three-time World Champion in the synchronized swimming solo event • Olympic Medallist in the duet event in 2000 • Three-time European Champion in the solo & duet events • 11 world medals • 21 European medals • 31-time French Champion (Pays d'Aix Natation Club) solo-duet-team • Participation in 3 Olympics • 15 years in the French senior team 	
<p>Profession</p>	<p>Interior Designer Synchronised Swimming Choreographer and Coach</p>	
<p>Presentation</p>	<p>A baby swimmer at 18 months old and a dancer, Virginie is the first and only French synchronised swimmer to become a world champion.</p> <p>In addition to a 15-year high level career she continued her studies and her initial dream of becoming an Architect.</p> <p>After graduating with honours, she returned to the water where she won a third award.</p> <p>She then took part in a 3-month tour in Japan for the "Shangrilla 3" Show with the most famous singer in the country. Subsequently she set herself up as a freelance Interior Designer in 2009.</p> <p>However, she has maintained a foothold in the swimming world:</p> <ul style="list-style-type: none"> - she has created choreographies in response to requests from all over the world - she has been involved in an association that organises training courses for youngsters for over 10 years - she has worked with the Olympic Committee's Athletes' Commission, as well as those of the International Swimming Federation (FINA) and Paris 2024. <p>In 2015 the French team's trainer contacted her to take part in a new discipline launched for the World Championship: the mixed duet.</p>	
<p>Motto/ saying</p>	<p>Making a commitment means pursuing one's dreams... One always learns from and with others. It is simply a question of practice...</p>	

GUILLAUME NERY

<p>Achievements</p>	<ul style="list-style-type: none"> • 4 freediving world records • 2 freediving world champion titles 	
<p>Profession</p>	<p>Freediving champion</p>	
<p>Presentation</p>	<p>Guillaume Nery is a French freediving champion, specialising in the ocean's depths.</p> <p>He dived in one single breath to a depth of 126m below the sea surface.</p> <p>Multiple world record holder, two-time world champion, he recently excelled by accidentally making the deepest dive in history at a depth of 139m.</p> <p>Guillaume's quest extends beyond just sport.</p> <p>Combining aesthetics and performance, films and exploration, Guillaume practises his discipline as an art, his art of living.</p>	
<p>Motto/ saying</p>	<p>You should know how to laugh about everything</p>	
<p>Website</p>	<p>www.guillaumenery.fr</p>	

KEVIN ROLLAND

<p>Achievements</p>	<ul style="list-style-type: none"> • Half Pipe skiing Olympic medallist at the Sochi Games • Five-time gold medallist at the X-Games • world champion • world cup champion 	
<p>Profession</p>	<p>Professional skier</p>	
<p>Presentation</p>	<p>Kevin Rolland comes from La Plagne.</p> <p>He began freestyle skiing at the age of 12.</p> <p>He became a professional skier when he was 16 and won his first champion's award at 19.</p>	
<p>Motto/ saying</p>	<p>If you want to be a world champion train like a world champion</p>	

STÉPHANE DIAGANA

<p>Achievements</p>	<ul style="list-style-type: none"> • 400 m hurdle world champion in 1997 • 400 m hurdle European champion in 2002 • World 4 X 400 relay champion in 2003 • 400m hurdle record holder of Europe since 1995 in 47 s 37 • French co-record holder in the 4 x 400m relay in 2 min 58 s 96 	
<p>Profession</p>	<p>Sports Consultant Speaker Member of the World Anti-Doping Agency's Athletes' Committee</p>	
<p>Presentation</p>	<p>Stéphane Diagana, born on 23rd July 1969 in Saint-Affrique, is a French athlete specialising in the 400 m hurdle event.</p> <p>Stéphane Diagana obtained his first licence from the French Athletics Federation in 1979, ten years after he was born in Aveyron. He initially tried his hand at the 110 metre hurdle then met Fernard Urtebise in 1988 during the French school championships at INSEP. The latter pointed him towards the 400m hurdle and remained his trainer for sixteen years.</p> <p>In 1990 when he was 21, Stéphane Diagana broke by two hundredths the French record held by Jean Claude Nallet during the European championships in Split where he finished fifth in 48 s 92.</p> <p>At the Barcelona Games in 1992, Diagana broke his own French series record, in the semi-final followed by the final (48 s 13), but did not win a medal. Kevin Young set the current world record that day (46 s 78).</p> <p>In 1993, he didn't make the podium at the world championships in Stuttgart, but significantly improved his French record finishing in 47 s 64.</p> <p>He won his first major medal during the 400 m hurdles at the European Championships in Helsinki in 1994, winning the bronze behind Oleg Tverdokhlebo and Sven Nylander. He picked up the silver medal a few days later for the 4 x 400 m hurdle with Hilaire, Farraudière and Rapnouil, defeated by the British relay team.</p> <p>On 5th July 1995, Stéphane Diagana posted a time of 47 s 37 at the Lausanne Meeting and thus broke by eleven hundredths the European record for the 400m hurdles set by Harald Schmid back in 1982.</p>	

He won the bronze medal a few days later at the World Athletics Championships in Gothenburg. Suffering from a stress fracture, he was unable to take part in the Atlanta Games in 1996.

In 1997 at the World Championships in Athens, he won the final in 47 s 70. He is the second French athlete, after Marie-José Pérec in 1991, to become a world champion.

In 2002, Stéphane Diagana won his first European champion title in Munich in 47 s 58.

In 2003, during the World Athletics Championships at the Stade de France, Stéphane Diagana, Marc Raquil, Leslie Djhone and Naman Keita finished second in the 4 x 400 metre relay, but were finally crowned world champions in 2005 following the disqualification of the American relay runner Calvin Harrison for doping.

Insufficiently recovered from a new injury, he had to renounce the 2004 Olympic Games in Athens and announced that he was ending his sports career on 8th July 2004.

Stéphane Diagana graduated in 2004 from ESCP Europe where he pursued studies as a high level athlete. He also has a DUT in agri-food biochemistry.

In 2007 he unanimously became the first president of the National Athletics League, a position he held until 2009. He also became a consultant for France Televisions.

In January 2008 Stéphane Diagana headed a mission to develop university sports.

On 7th April 2008, he was the first Olympic torch bearer for the Beijing Olympic Games when it passed through France.

Diagana also works as a speaker, eager to help businesses promote collective performance, develop management methods and improve team efficiency.

In July 2011, he became the product manager and technical partner for the Kalenji running brand.

A fervent supporter of anti-doping, he is also a member of the World Anti-Doping Agency's Athletes' Committee.

JULIEN LALANNE

<p>Achievements</p>	<ul style="list-style-type: none"> • 2014 SERC (Simulated Emergency Response Competition) World Champion: This is an event which forms a link between professional lifesaving and lifesaving sport. Competitors are marked on the number of victims saved, the method and equipment used, the hierarchy to save them...) • 3rd in the 2014 world rescue board championships • Four time European champion in 2011 and 2015: SERC, Oceanman relay(x2), Board • Thirteen times French champion • Seven times New Zealand relay champion • Bronze medallist in the Australian rescue tube championships 2015 	
<p>Profession</p>	<p>Swimmer - Lifeguard Junior Surfing Coach</p>	
<p>Presentation</p>	<p>Julien Lalanne has been a member of the Capbreton Coastal Rescue Club since 2005 and of the French lifesaving sport team since 2009.</p> <p>He is the station head and a lifeguard on the Hossegor beaches.</p> <p>In New Zealand, he trains the 10-14 year old group at the Mount Maunganui Club and helps to monitor the beach of his New Zealand Club on a voluntary basis.</p> <p>Within the Capbreton Club, he is actively involved in managing training and initiation sessions as well as first-aid training.</p>	
<p>Motto/ saying</p>	<p>The minute you think of giving up, think of the reason why you held on so long.</p>	

ANTHONY MAZZER

<p>Achievements</p>	<ul style="list-style-type: none"> • European junior champion: beach flags, rescue board; • European senior vice-champion (interclub): board; • French vice-champion: beach flags, surf skiing, board. 	
<p>Profession</p>	<p>Director of the company Oceanperf</p>	
<p>Presentation</p>	<p>He has been actively involved in coastal lifesaving for over 16 years and has been a member of the Capbreton Club since it was created.</p> <p>He has set up his own company which sells lifesaving equipment.</p>	
<p>Website</p>	<p>www.oceanperf.com</p>	

CARLOS ALONSO RUIZ

<p>Achievements</p>	<ul style="list-style-type: none"> • 3-time European rescue board champion • 20-time Spanish coastal lifesaving champion • Member of the Spanish national team for 13 years 	
<p>Profession</p>	<p>Lifeguard</p>	
<p>Presentation</p>	<p>Born in 1986 in Guadalajara to a family of swimmers, he has spent nearly all his time in the water.</p> <p>Through the Lifesaving Club in his home town, he took part in beach activities and fell in love with the ocean.</p> <p>For the last 17 years, he has organised his life around his two passions: lifesaving and surfing.</p> <p>During a training trip to Australia he met his team mates from Capbreton.</p> <p>Since 2006 he has spent every summer in this town in the Landes where he enjoys his two passions - surfing and lifesaving.</p>	
<p>Motto/ saying</p>	<p>My life, my sport....my family.</p>	

Princess Charlene of Monaco Foundation Presentation

Launched on 14th December 2012, the primary objective of the Princess Charlene of Monaco Foundation is to save lives by putting an end to drowning.

Its missions are to raise public awareness about the dangers of water, teach children preventive measures, and teach them to swim.



© Gaëtan Luci / Palais Princier

The World Health Organization estimated that 372,000 people drowned worldwide in 2012¹.

- More than 40 fatalities every hour
- More than half the victims are under the age of 25
- Children under the age of 5 are the most affected

When a drowning is non-fatal, often the victim is left with severe aftereffects, in particular neurological.

A number of “Learn to Swim” and “Water Safety” programmes have been implemented around the world in order to fight against this scourge.

The “Sport and Education” Programme uses sporting activities as tools to contribute to the well-being and development for all children no matter their origin or circumstances.

At the end of 2015, more than 100,00 people, mainly children, benefited from these three programmes in 27 countries: Australia, Bangladesh, Burkina Faso, Canada, Chile, Dominican Republic, France, Ghana, Greece, India, Indonesia, Macedonia, Madagascar, Malaysia, Monaco, Morocco, Nicaragua, Peru, Philippines, Senegal, Serbia, South Africa, Sudan, Tanzania, Thailand, U.S.A. and Zimbabwe.

¹ Reproduced with the publisher’s permission – Fact Sheet N°347, Avril 2014, published by the World Health Organization

The Aquatic Rescue Center of Monaco

The Aquatic Rescue Center of Monaco (Le Centre de Sauvetage Aquatique de Monaco, or CSAM) which opened end 2014, is the result of the combined efforts of the Princess Charlene of Monaco Foundation, four-time free diving world record holder and ambassador to the Foundation Pierre Frolla, and the Monegasque Government.

Situated on the Larvotto Beach in Monaco, it is a concrete example of the missions and values that the Foundation wishes to promote:

- teaching children preventative measures and how to save their own life or the life of someone else;
- helping these children to become responsible and concerned young citizens.



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In collaboration with Monaco's Department of Education, Youth, and Sport, the CSAM has for the past year offered 7th grade students seven training sessions, as a supplement to the swimming lessons that are already included in the school curriculum. 475 youths were trained in different lifesaving disciplines.

The Centre also trains beach guards, lifeguards, and anyone wishing to intervene in aquatic environments, starting from the youngest possible age.

It can also be of service to those seeking to obtain their First Aid/CPR Certification (PSC1), to become a Certified First Aid Responder (PSE1), or to become an Advanced Medical First Aid Responder (PSE2). Five-day training courses dedicated to emergency assistance and sea rescues are offered during school holidays and from June to September.

Throughout 2015 more than 1,000 adults and children took classes offered by the Center.

Lastly, and through a joint partnership between the Princess Charlene of Monaco Foundation and Van Cleef & Arpels, the CSAM was able to benefit from the support of this High Jewelry Maison throughout the year.