



PRINCESS CHARLENE OF
MONACO FOUNDATION

Press Release
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The Princess Charlene of Monaco Foundation celebrates its first anniversary

The main objective of the Princess Charlene of Monaco Foundation is to save children from drowning by teaching them to swim.

During the first year spent setting up the Foundation, 13 Ambassadors, 2 Advisors, a Medical Advisor, and a Team were appointed. Since 14 December 2012, numerous “Learn to Swim” and “Water Safety” programmes have been implemented worldwide to teach drowning prevention techniques, how to swim and to bring the importance of water safety to the public’s attention.

Programmes and Actions

- **Morocco, Agadir:** “Learn to Swim”.
- **South Africa:**
 - **Stanger, Ballitoville and Verulam** in the Province of **KwaZulu Natal:** “Learn to Swim”.
 - **Renovation of a pool in Pinetown.**
- **France, Capbreton:** “Learn to Swim” and “Water Safety” - educating children as to the risks associated with the aquatic environments.
- **50 rescue boards** were made for the Foundation.
- **Study grants** were attributed to two young South African swimmers.
- **Monaco: The Sainte Dévote Rugby Tournament** in association with the Fédération Monégasque de Rugby
- **France - Draguignan: Rugby Tournament** with the Fédération Monégasque de Rugby and the Rugby Club Dracénois.
- **Recruitment of a manager of the Youth Section of the A.S. Monaco Rugby.**

Projects in 2014

- **“Learn to Swim” and “Water Safety” programmes are planned namely in India, Bangladesh, Thailand and Mauritania**, because of the large number of deaths by drowning in these countries.
- **Morocco and South Africa: Continuation of the “Learn to Swim” programmes.**
- **Monaco - Creation of a Sea Rescue and First Aid Training Centre** in September with Pierre Frolla and the Department of Education, Youth and Sports.
- **France:**
 - **Capbreton, Montpellier, Dinard and Rennes:** “Learn to Swim” from January to June for 350 children.
 - **Dinard:** “Water Safety” programme in June.
 - With the **Comité Côte d’Azur** and the **Fédération Française de Natation** (French Swimming Federation): “Learn to Swim” programme for underprivileged children.
- Ongoing study: **Portable pools**
- **Canada, Québec:** A “Swim to Survive” programme with the Lifesaving Society, starting in January, targeting more than 3,000 children.
- **U.S.A. – Tustin, California:** A “Water Safety” day in April.

Programmes and Actions



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On 13 April 2013, H.S.H. Princess Charlene launched the first “Learn to Swim” programme in **Agadir**, Morocco. As its beautiful beaches are, sadly, the scene of many deaths by drowning, the programme was initiated with the local authorities and schools in order to teach swimming in the sea and in pools.

In **South Africa**, 130 children have already taken part in the “Learn to Swim” programme, managed by triathlete and sports coach Dominique Donner. The first took place at **Ashton International College** in **Ballitovile** on 26 July 2013. Other similar programmes were organised at two orphanages — **Summerhill House** in **Stanger** and **Liv Village** in **Verulam**, in the province of **KwaZulu Natal**.

In the same province, **Lahee Park pool** in **Pinetown** is benefitting from an ongoing **renovation** programme. This swimming club has also been able to buy equipment for the weight room.

On 1 September 2013, in **Capbreton**, in the **Landes region of south-western France**, 150 schoolchildren — from 5 to 11 years old — took part in a day of swimming and water safety training in a pool and in the sea organised by the Capbreton lifesaving club. Some fifty volunteers took part along with swimmer Fabien Gilot, who won two gold medals at the last world swimming championships, and the record-breaking freedriver Pierre Frolla.

The Foundation has also donated four rescue boards to coastal lifesaving clubs in Capbreton and Hossegor. These large boards are used in sea rescue operations. Fifty have been made at the request of H.S.H. Princess Charlene for Her Foundation and will be distributed according to specific requirements.



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The Foundation also helps promising young sports talents who lack means – mostly financial – to realise their sports projects by the attribution of grants.

Currently two young and brilliant South-African swimmers are receiving this help. Zoë Frank (11 years), a member of the South African women's team, has already broken 6 records in her category and is training for the 2016 Olympic Games in Rio de Janeiro. Her compatriot, **Khwezi Duma** (12 years), represented South Africa in the Junior Category at the age of 10. She has already won 7 gold medals during her short career.

Rugby is an excellent way to teach children the values of sport — discipline, respect for oneself and others, learning to make an effort and instilling team spirit. By accepting the role of Patron of the A.S. Monaco Rugby, H.S.H. Princess Charlene has shown Her eagerness to see rugby develop in the Principality. A manager for the Youth Section of the A.S. Monaco Rugby has been recruited thanks to financial support from Her Foundation.

Last January, in partnership with the Fédération Monégasque de Rugby, children from Monaco, France and Italy took part in the **Sainte Dévote Rugby Tournament** — to be repeated in 2014. On 12 May 2013, in **Draguignan**, in collaboration with the Fédération Monégasque de Rugby and the Rugby Club Dracénois, 1,300 young people and stars from the world of international rugby took part in a tournament.

2014 will see the continuation of activities in Morocco and South Africa

Many increasingly ambitious projects are being considered for, in particular, India, Bangladesh, Thailand and Mauritania, countries where the number of deaths by drowning is particularly high.

Also:

In the **Principality of Monaco**, a Sea Rescue and First Aid Training Centre on Larvotto Beach will be inaugurated in September. Under the guidance of **Pierre Frolla** and in collaboration with the **Department of Education, Youth and Sports** in **Monaco**, this centre's goal will be to train children in first-aid and to teach them the rules and basic skills of lifesaving in the sea or a pool; each child will receive a diploma at the end of the course. This training will be available for pupils in the Principality in addition to the swimming lessons which are already part of the schools' curricula. Training will also be available for a wider public during the school holidays.

In **France**, from January to June, four towns will benefit from the Foundation's support in collaboration with the Fédération Française de Sauvetage et de Secourisme (French Lifesaving Federation): **Capbreton, Montpellier, Dinard and Rennes**. 350 underprivileged children will take part in the "Learn to Swim" programme. At the end of the course, the children will be able to move around in the water by themselves and feel safe.

"Water Safety" training day is planned for June in **Dinard** with the Association des Secouristes de la Côte d'Emeraude (local lifesaving association) for 150 children in the sea and in pools.

In collaboration with the **Comité Côte d'Azur de la Fédération Française de Natation** (French swimming federation on the Riviera), a "Learn to Swim" programme is planned for underprivileged children over the next few months. The C.C.A.F.F.N. also has **portable pools** for towns without sports centres.

The Foundation is currently studying these low-cost easy-to-install pools that could be the solution for places without the financial means to build underground, tiled pools.

Following the advice of Foundation Ambassador **Alexandre Bilodeau** in **Quebec, Canada**, a "Swim to Survive" programme is scheduled with the Société de Sauvetage (a non-profit organisation whose purpose is the prevention of drowning and water-related traumas). Starting in January, more than 3.000 underprivileged 8-year-olds will learn the skills to survive in case of an unexpected fall into deep water.

In April, in collaboration with the Blue Buoy Swim School and Safer 3 — an association which alerts public opinion to the risks of drowning in the **U.S.A.**, the town of **Tustin, California** will organise a "Water Safety" day for young children. This operation will take place with help from **Dara Torres**, another Ambassador who is highly committed to the Foundation.

To make the activities a success, the **Ambassadors** are truly remarkable go-betweens. Their mission is to raise awareness about the Foundation, to help develop projects and to put the spotlight on young talents in their respective countries.

The Foundation is delighted to count on support from:

- Yannick Agnel (French swimmer)
- Alexandre Bilodeau (Canadian skier)
- Jenson Button (British racing driver)
- Novak Djokovic (Serbian tennis player)
- Pierre Frolla (Monegasque freediver)
- Bjorn Maaseide (Norwegian volley-ball player)
- Jamie Mitchell (Australian surfer)
- Terence Parkin (South African swimmer)
- Bruno Senna (Brazilian racing driver)
- Aksel Lund Svindal (Norwegian skier)
- Dara Torres (American swimmer)
- Franziska van Almsick (German swimmer)
- Rick Yune (American actor)

Thanks to H.S.H. Princess Charlene's guidance and involvement, Her Foundation is working endlessly to reduce the number of deaths by drowning all over the world; this is being achieved through the universal language of sport — a magnificent tool for integration and peace.

Princess Charlene of Monaco Foundation
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