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U.S. Consumer Product Safety Commission Selects Widmeyer Communications for National Pool and Spa Safety Campaign *Government Effort Mandated by Federal Law*

WASHINGTON, DC – Widmeyer Communications has been selected by the [U.S. Consumer Product Safety Commission](#) (CPSC) to develop a major national campaign to better educate parents, caregivers, consumers and industry on swimming pool and spa safety. Working in partnership with OmniStudio, a DC-based strategy and design firm, Widmeyer will lead an integrated public relations campaign designed to reduce child drownings and entrapments.

“We are very pleased to have such a strong partner and representative in Widmeyer working on this expansive education campaign,” said CPSC Chairman Inez Tenenbaum. “CPSC and Widmeyer share a common commitment to using every means possible to reach the public with information needed to keep children safe in and around public and residential pools and spas.”

The campaign is a key part of the CPSC’s efforts to carry out the requirements of the Virginia Graeme Baker Pool and Spa Safety Act, federal legislation which mandates new requirements for pool and spa safety including a national education campaign to support compliance and raise awareness.

“We believe that Widmeyer’s track record on major public education and health matters will prove to be of much benefit in this important consumer safety campaign and we are proud the CPSC has selected Widmeyer as their communications partner,” said Scott Widmeyer, Chairman and CEO. “Pool and spa safety touches almost everyone at one time or another and this campaign will be critical to ensuring that all of the relevant audiences are provided with information and resources to take action to save lives. We are honored to have the opportunity to support this important national effort.”

The campaign will target various audiences, including the public, the pool and spa community, state and local officials and the media. Campaign activities will include branding and logo development, materials development, traditional and digital media outreach, partnership management and information sharing and rapid response. The total value of the one-year contract award is approximately \$3.5 million.

The U.S. Consumer Product Safety Commission is charged with protecting the public from unreasonable risks of serious injury or death from thousands of types of consumer products under the agency's jurisdiction. CPSC is the lead agency in implementing and enforcing the Virginia



Graeme Baker Pool and Spa Safety Act, an important child safety law that became effective in December 2008. Learn more about the U.S. Consumer Product Safety Commission at www.cpsc.gov and pool and spa safety at www.poolsafety.gov.

In recent years, Widmeyer has spearheaded a wide range of national awareness campaigns including those focused on poison control, bullying, math and reading standards, and traumatic impact injuries in sports.

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Widmeyer Communications is a fiercely independent full service communications firm with offices in Washington DC and New York. Widmeyer provides research-based strategy and planning, public relations, advertising, creative and digital expertise to clients with needs in public affairs, health, education, arts and culture, environment, transportation and more. Learn more about Widmeyer at www.widmeyer.com.