

Guillen, Jenorgen

From: jguillen@hallandalebeachfl.gov
To: Cooper, Joy
Subject: RE: Water Safety Video - City Mayor and Fire Chief

From: Sheryl Woods <swoods@ymcasouthflorida.org>
Sent: Friday, July 11, 2025 11:44 AM
To: jcooper@hallandalebeachfl.gov <jcooper@hallandalebeachfl.gov>;
William_fucci@sheriff.org <William_fucci@sheriff.org>
Cc: dpiarson@hallandalebeachfl.gov <dpiarson@hallandalebeachfl.gov>; Sheila Sanchez
<ssanchez@ymcasouthflorida.org>
Subject: Water Safety Video - City Mayor and Fire Chief

Mayor Cooper,

I hope you are doing well. Miss seeing you. We continue to be soooo proud of our partnership with your City. Thank you for your continued support.

I am sending you this email because our YMCA wants to honor the City of Hallandale Beach, City of Ft Lauderdale, Pembroke Pines, Weston, and Hollywood Mayor's and Fire Chief's

Each year the YMCA hosts our annual – Beach Ball Gala – it is a more casual event than a gala given the name Beach Ball.

Saturday Oct 4

Hard Rock Hotel

Save the Date Invite is attached

Over 600 people will be in attendance – this is a great event.

Purpose – to raise money to teach kids to swim and educate adults on importance of water safety. Too many kids are drowning!!! Drowning does not discriminate – all children are at risk.

At the event, we honor key community stakeholders with our **Life Saver Award**. This year we want to honor our City Mayors and Fire Chiefs where we have YMCA facilities located within their cities: Ft Lauderdale, Weston, Pines, Hollywood, Hallandale Beach.

My request:

- I want to video the Mayor and Fire Chief on the pool deck at your YMCA on Monday, Tuesday, Wednesday, or Thursday during the 4:30-6:30pm time slot. During this time, the pool will be busy with kids swimming and taking lessons. I want you both to speak about the importance of water safety and teaching kids to swim; why you partner with the Y to provide swim lessons; what parents should know to keep kids safe around water; fire chief to talk about how his first responders encounter very sad circumstances to save our kids lives; importance of people learning first aid CPR to keep child alive until ER responds to 911 call. More specific questions will be given to you in the next day. This should only take about 45 minutes max assuming you are a good speaker – LOL. My team will be there to video you, ask you questions to solicit your passion about the importance of water safety for our families. You just need to let us know which day is best for you during that

time slot. Then my team will deploy to make it happen. Can you also coordinate with your City Fire Chief to have them participate on the pool deck with you. The work our fire department does as first responders is amazing and we want to include them in the city recognition.

- Plan to attend event on Oct 4 at the Hard Rock. Cocktail reception at 6:30pm; short program with dinner; award ceremony around 8:00pm. We want you to be on stage please.

I'd love for other city staff to attend ie City Mgr, other commissioners, etc. to fill your table of 10.

Tables cost \$10,000 but I would like to ask if your City would purchase a table for \$5000 government rate and fill your table with City guests.

You will love this event. It's a lot of fun.

- We will produce a video with all the Mayors and Fire Chiefs with the message you do on our pool deck. Then ask all of you to come to the stage to receive your award.
- Allow the Y to use your message on water safety on our social media channels – and link to your communications / PR dept.
- Our partnership with the city is so critical to the Y's mission to keep kids safe around water. This PSA could be used all year round for both the city and the Y.

Can I count on you to help us push water safety awareness out to our community? Your commitment to the Y to build a swimming pool is why you will be honored.

The work Mayor's and Fire Chiefs do to save kids lives around water needs to be told to more people.

Please email me and copy my Exec Asst Sheila Sanchez sometime in the next couple of weeks to coordinate this video shoot. My cell is 407-832-0050.

I hope you will agree to the above requests so we can honor you. We can be flexible but hope to get this mission accomplished before Aug 1.

I appreciate you. Miss you. Thank you again for all you do!

Sheryl

<image011.jpg>

Sheryl A. Woods

President/CEO

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W YMCASouthFlorida.org

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THE TIDE IS TURNING

Will You Lead the Change?

You've been chosen to help lead this movement

"Olympian Tides" symbolizes the powerful ripple effect we create when we come together for a common purpose, ensuring every child has the skills and confidence to stay safe in and around water. Your support fuels our mission and drives meaningful change. One lesson, one family, one future at a time.

YMCA OF SOUTH FLORIDA INVITES YOU



Saturday | October 4

6:30 PM - THE GATHERING

7:30 PM - THE FEAST & ANNOUNCEMENTS

Seminole Hard Rock Hotel & Casino
1 Seminole Way, Hollywood, FL 33314

RSVP by September 19

to Crissy Torres

CTorres@ymcasouthflorida.org

For sponsorships and tickets, contact:

Aimee Fretwell

AFretwell@ymcasouthflorida.org



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Open 10 days prior to the event

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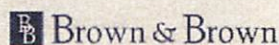
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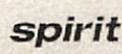
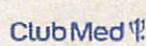
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