

APPROVED
SEP 21 2011

REPORT OF GENERAL MANAGER

NO 11-270

DATE September 21, 2011

BOARD OF RECREATION
AND PARK COMMISSIONERS

C.D. Various

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: AQUATICS DIVISION - RECREATIONAL SWIM PROGRAM -
ACCEPTANCE OF GIFT OF SWIMWEAR FROM SWIMWEAR
ANYWHERE ON BEHALF OF PARENT COMPANY TYR SPORT, INC.
THROUGH THE EFFORTS OF OPTIMISCORP

R. Adams
H. Fujita
*V. Israel



K. Regan _____
M. Shull _____
N. Williams _____



General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATION:

That the Board accept with gratitude, a donation from Swimwear Anywhere, in support of the Aquatics Division Recreational Swim Program, as noted in the Summary of this Report and that appropriate recognition be given to the donor.

SUMMARY:

Swimwear Anywhere, on behalf of parent company TYR Sport, Inc., has provided a donation to the Department of Recreation and Parks (Department) in the form of five hundred (500) swimsuits with an estimated value of \$25,000, to be distributed to youth participating in recreational swim programs at fourteen (14) City Aquatic facilities located citywide (South Park Recreation Center, Green Meadows Recreation Center, Jackie Tatum/Harvard Recreation Center, Ross Snyder Recreation Center, 109th Street Recreation Center, Celes King III Aquatics Center, Lanark Recreation Center, Sepulveda Recreation Center, Hubert Humphrey Recreation Center, Sylmar Recreation Center, Sun Valley Recreation Center, Costello Recreation Center, Pecan Recreation Center and Roosevelt Recreation Center).

Swimwear Anywhere, is the second largest branded swimwear manufacturer in North America. The high quality design and production of this swimwear is often the preference for many triathlon competitors and Olympic swimmers. The swimsuits were donated through the efforts of health sciences company OptimisCorp and its non-profit division (OptimisSport Events) which annually conducts the OptimisSport Distance Swim Challenge to motivate and inspire people to live a healthy and active lifestyle. All the proceeds from this annual event go to local

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charities that partner with them in this effort. This year the event was held in August, 2011, and a portion of the proceeds from that event will go to the Department's Aquatics Education Program in underserved communities.

As a result of this donation, an additional five hundred (500) youth living in underserved communities in Los Angeles have or will have an opportunity to participate in the Department's free swim lesson and recreational swim programs. Proper swim attire is often a barrier to young people living in underserved communities, which often prevents them from participating in these programs.

FISCAL IMPACT STATEMENT:

Acceptance of this donation has no fiscal impact to the Department's General Fund, as the swimwear is being donated at no cost to the Department.

This report was prepared by Michael Harrison, Principal Recreation Supervisor I, Partnership Division.