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## **Colorado Time Systems Helping Two 12 Year Old Swimmers Save Lives**



Every day, about ten people die from unintentional drowning. Of these, two are children aged 14 or younger. Drowning is the sixth leading cause of unintentional injury death for people of all ages, and the second leading cause of death for children ages 1 to 14 years, according to the Centers for Disease Control and Prevention. Colorado Time Systems (CTS), a global leader in aquatics precision timing and scoring, is proud to announce their new sponsorship of Goggles for Guppies, a non-profit organization with the mission of inspiring children to learn to swim, in order to prevent fatal drownings.

Goggles for Guppies is an inspiring organization but not half as inspiring as its founders, 12 year old twin brothers, Chris and Matt Hales, who are both competitive swimmers. Goggles for Guppies was founded in 2011 as a result of a swimming competition in Puerto Vallarta, Mexico, which the boys attended. They competed and brought several swim caps with them to hand out to local children, in hopes they would inspire other kids to have the desire to learn to swim. The trip changed the twins in ways they didn't expect. They saw poverty at a level they had never seen and also realized that knowing how to swim for most children around the world, isn't about winning the next swim meet, it's about living or drowning.

"When we were in Mexico handing out swim caps, the local kids looked up to us like we were heroes and they were so inspired to learn to swim," said Matt Hales, Co-Founder of Goggles for Guppies. "We realized that if we could help under privileged kids by giving them swim caps or swim goggles maybe that would be enough to inspire them to learn to swim," said Chris Hales, Co-Founder of Goggles for Guppies.

When they returned from this trip, the two brothers began researching the scope of drowning deaths of children and the lack of swimming proficiency among disadvantaged kids. They also researched the many excellent programs that taught basic swimming skills to inner city and disadvantaged kids. Drawing from their Mexico experience, they believed that more children would be encouraged to learn to swim if they had access to basic swim gear such as: goggles, caps, fins, swim wear, kick boards and paddles. The Hales concluded that there should be an easy way for the manufacturers and sellers of swim gear to donate their excess inventory directly to those who needed it the most. When they couldn't find such a place, they decided to be the ones

who orchestrated getting the gear to the people and programs that were helping kids learn to swim.

When Colorado Time Systems learned about the Hales' organization in October, they were inspired and decided to donate swim caps and become an official sponsor. CTS was actually their very first sponsor. "Colorado Time Systems proved to us that this was all real and was needed. We appreciate what they have done for us and their belief in us," said Michael Hales, the twins' father and the Director of Goggles for Guppies.

"We are proud to be the first sponsor of the Goggles for Guppies program and are inspired by what they are doing for children and the example the boys are setting for other kids who want to make a difference in their communities," said Anita Sayed, President & CEO of Colorado Time Systems.

The Hales are committed to helping as many kids as they can, but know it will take time and work. When you talk to these boys you sense their maturity and sincere passion for helping others learn to swim and maybe even learn to love it the way they do. Their swimming has taught them that through hard work and dedication you can achieve just about anything, even saving lives.

#### **About Goggles for Guppies**

Based in Laguna Hills, California and started in 2011. Goggles for Guppies is a non-profit, web-based clearinghouse to facilitate the donation of new and like-new goggles, caps, fins, kick boards, buoys, snorkels, suits, gear bags, and more to learn-to-swim programs for disadvantaged children and special needs children, such as the American Red Cross, Boys and Girls Clubs, YMCA and inner city programs throughout America. To learn more or to donate go to [www.gogglesforguppies.org](http://www.gogglesforguppies.org)

#### **About Colorado Time Systems (CTS)**

Based in Loveland, Colorado, Colorado Time Systems has established a reputation for precision and innovation in swim timing equipment. Since 1972, premier aquatic facilities have chosen Colorado Time Systems for platinum quality timing, scoring, and display systems.