PRESS RELEASE

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KAISER PERMANENTE BRINGS OPERATION SPLASH TO THE CITY OF RIVERSIDE TO PROMOTE GOOD HEALTH

Kaiser Permanente and the city of Riverside celebrate 12 years of partnership

RIVERSIDE, CA – Kaiser Permanente and the City of Riverside Parks, Recreation and Community Services Department kick off the 12th annual Operation Splash at Hunt Park Pool in Riverside on Wednesday, June 12 at 5:30pm.

This follows Kaiser Permanente awarding the city a two-year $84,150 grant that will underwrite open swim time and swimming lessons at participating city pools for parents and children. The aquatics program promotes the importance of life-long physical activity, as well as choosing a healthy lifestyle that includes swimming.

"Operation Splash exemplifies everything Kaiser Permanente stands for: promoting physical activity, helping in the fight against childhood and adult obesity, and strengthening the overall health of our communities," said Vita Willett, Senior Vice President/Area Manager, Kaiser Foundation Health Plan/Hospitals in Riverside County. The Operation Splash grant will pay for swim lessons for approximately 1,200 children, teens and adults; provide 1,000 swim passes for low-income families, allow 300 seniors to participate in the Silver Swimmers Club and provide junior lifeguard scholarships for 75 youth at seven pool locations throughout Riverside.

Operation Splash is part of Kaiser Permanente's Healthy Eating, Active Living efforts to reduce obesity in the community by increasing opportunities for safe physical activity and access to healthy and affordable food. Since being launched in 2006 in Los Angeles, Kaiser Permanente has granted nearly $8 million in grants for Operation Splash at sites throughout Southern California.

Please visit the City of Riverside Parks, Recreation and Community Services Department's website, call (951) 826-2000 or email aquatics@riversideca.gov for information about participating Operation Splash swimming pools in the area.

About Riverside

As the City of Arts & Innovation, Riverside, California is rich in history and culture, and is setting the pace in innovative practices for government, business and education. With a population of just over 300,000, Riverside is the largest city in the Inland Southern California region, the 12th largest city in California, and the 6th largest in Southern California. Riverside is home to four internationally recognized universities and colleges that support a growing college student population of nearly 50,000. Businesses and residents in Riverside benefit from city-owned electrical and water systems, high-speed fiber optic telecommunications, an easily-accessed freeway system, BNSF and UP rail access, and a large corporate jet and general aviation airport.

With standards of excellence in technology, workforce development, arts, innovation, education and social capital the City has been named America's #2 Hot Spot for Tech (Forbes, 2013); #6 Happiest Place for Young Professionals (Forbes, 2013); #3 'Can Do' Capital (Newsweek, 2011); and the 2012 Intelligent Community of the Year by the Intelligent Community Forum.

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