



Free Lifeguarding Marketing Collateral Available to Authorized Providers

Choose from digital or print marketing resources to recruit Lifeguarding candidates

A variety of free marketing collateral designed to help Red Cross authorized providers recruit lifeguards are now available in digital and print formats. These tools are designed to provide added value to Red Cross customers by saving them time and money.

Digital Collateral

The [Lifeguarding page](#) on Instructor's Corner now features customizable brochures, flyers, posters, web banners and ads. Red Cross authorized providers with Adobe Acrobat can download these professionally designed recruitment tools and add facility contact information before e-mailing or printing them for local use.

Print Collateral

Red Cross authorized providers can also order free print collateral to help recruit lifeguards. The following items are available for order on ShopStayWell.com on the [Lifeguarding r.12 page](#). These items feature amply white space so facilities can add local information. Please note that orders will be capped at maximum quantities and that shipping fees will be charged.

Tri-fold Brochure – Participant Recruitment	This full-color brochure is designed to help aquatic facilities recruit participants for the new American Red Cross Lifeguarding program. It details Lifeguarding, Shallow Water Lifeguarding and optional add-on modules, as well as Lifeguard Instructor and Water Safety Instructor courses. <ul style="list-style-type: none">• Stock No. 655744	Limit 10 packs of 25 brochures (Q 250) per customer
Poster – Participant Recruitment	Full-color 11" x 17" poster is designed to be used by aquatic facilities to encourage individuals to become lifeguards by participating in the new Red Cross Lifeguarding program. The poster features a choice of male and female lifeguard. <ul style="list-style-type: none">• Male Lifeguard - Stock No. 655742• Female Lifeguard - Stock No. 655745	Limit 2 packs of 25 posters (Q 50) per customer