

Millions of children in danger this summer, so we're calling for a ban on 'Unseeable Swimsuits'

When picking out trunks and cozzies for the kids, what's on your mind? We're going to guess: something that's affordable, durable and probably has their fave character stamped all over it - right? We were the same, until we learned just how important swimwear colours can be - and we've got gold medallist, **Rebecca Adlington**, on the case to support us.



What can and can't be seen:

- ☒ Blue
- ☒ White
- ☒ Grey
- ☒ Pink
- ☒ Yellow
- ☒ Red
- ☒ Black
- ☒ Purple
- ☒ Green
- ☒ Fluorescent colours

"I've swam my entire life and I've only recently become aware that there are certain colours that can't be seen underwater. As a parent, I should have been aware of this sooner. **Alongside On the Beach, I'm urging the government to review the legislation around selling blue, white and grey swimwear to children.** They must make sure retailers are being safe and looking after our children by not selling unseeable swimwear that could put them in danger."



To sign the petition and help keep children safe when swimming scan the QR code or visit: www.onthebeach.co.uk/swimwear-safety

UK Charity, the Royal Life Saving Society UK (RLSS UK) is in full support of On the Beach's focus on water safety this summer. Visit Parents Resources | Royal Life Saving Society UK (RLSS UK) for more information on how to keep you and your family safe on holiday and donate here - ROYAL LIFE SAVING SOCIETY UK (givetap.co.uk)



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