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For Immediate Release

Milwaukee County Lifeguards Finalists in Competition

Milwaukee, WI (July 29, 2015) – Today three Milwaukee County Parks lifeguards are flying to New York City to compete as finalists in Good Morning America’s “Lifeguard Surf & Turf Showdown,” a competition that could net the department \$10,000.

Milwaukee County Parks answered the national call for entries and submitted the required 200-word essay and lip-synching video of the song “Shut up and Dance” by Walk the Moon.

The essay notes that the Milwaukee County lifeguards take their role seriously and train diligently. It also mentions that the lifeguard program ensures that, along with the hard work, staff have opportunities for fun, including water polo and lifeguard competitions.

With Bradford Beach as the backdrop, the video was choreographed and shot by Kidd O’Shea and Elizabeth Kay, local radio personalities on 99.1 The Mix in Milwaukee. Sitting on the stairs of the beach house, 14 lifeguards sing and move their pith helmets in unison as Michael Grimm, assistant head lifeguard at Bradford Beach, executes a flip down the stairs. The cancan at Lake Michigan’s shore is also featured.

The essay and video earned the group a spot among five semifinalists. Semifinalist videos were posted online for public voting July 27 and 28. The three videos receiving the highest number of votes are sending three lifeguards to the finals.

Competing in the finals along with Grimm will be Taylor Delong, assistant head lifeguard at Washington Park Pool, and Reid Van Dunk, head lifeguard at Bradford Beach. According to the official rules, finalists will be judged by their performance in physical, skill-based and/or knowledge-based competitions. The competition is scheduled to be shown on Good Morning America this week.

The video entries of the semifinalists are available for viewing at <https://gma.yahoo.com/-gma--lifeguard-surf--turf-showdown--vote-for-your-favorite-team-to-compete-for--10k-162753187.html#>

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