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For Immediate Release

Milwaukee County Lifeguards Place 2nd, Still Win *SC Johnson to Donate \$10,000 to the Lifeguard Corps*

Milwaukee, WI (Aug. 3, 2015) – After Milwaukee County Lifeguards placed second in Good Morning America’s “Lifeguard Surf & Turf Showdown” in New York City on Friday, just missing the \$10,000 prize, S.C. Johnson offered an award of their own —\$10,000 to the team.

“We are thrilled to have our lifeguards recognized with this donation from S. C. Johnson,” said Parks Director John Dargle, Jr. “Representing us on GMA, our lifeguard corps brought national exposure to Milwaukee County. We couldn’t be more proud of our team of 230 individuals dedicated to keeping our swimmers safe.”

A representative from S.C. Johnson will present the award to the lifeguards Wednesday, Aug. 5 at 9:30 a.m. at the beach house on Bradford Beach.

The adventure began when Milwaukee County Parks lifeguards 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.

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The essay and video earned the group a spot among five semifinalists. Semifinalist videos were posted online for public voting. Among the videos receiving the highest number of votes was the video from Milwaukee.

Good Morning America flew three Milwaukee lifeguards to the two-part finals in New York. Grimm, Taylor Delong, assistant head lifeguard at Washington Park Pool, and Reid Van Dunk, head lifeguard at Bradford Beach were on their way.

In the Surf Day component on Thursday, Milwaukee County's "Team Blue" was put to the test in the obstacle relay. Delong got a strong start suiting up in three inner tubes and passing the "baton" or flotation device to Grimm. Wearing flippers for the second leg of the event, Grimm ran with a bucket of water and doused Van Dunk, who then dove into a beach-ball pit, retrieved a plastic lobster, slipped on the wet pavement but recovered in time to step onto the podium just after the lifeguard from Golf Shores, AL.

In the Turf Day component on Friday, Delong retrieved keys from a sandbox, Grimm rode a cooler, and Van Dunk caught tennis balls in Velcro mitts. The team came in second place.

And that's where the story of community pride began.

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#>

Surf Day competition footage is available at <https://gma.yahoo.com/video/3-teams-face-off-gma-131122732.html>

Turf Day competition footage is available at <https://gma.yahoo.com/video/gma-lifeguard-surf-turf-showdown-135542143.html>

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