

Looking to Cool Down? Hit The Beach For Local Disaster Relief!

Centre Island Beach in Bayville is the place to be for summer fun on Saturday, July 24th, as the American Red Cross in Nassau County celebrates its 21st Annual Swim-A-Cross & Beach Bash BBQ.

"It's hard to believe that this event began two decades ago with just a handful of swimmers," said Frank Cassano, chief executive officer of the Nassau Red Cross. "We really want to celebrate the efforts of those who started this event while inviting family, friends and spectators to join in the fun on the shore."

Festivities will begin at 11 a.m. and last until 3 p.m. Applebee's will fire up the grill and serve burgers and hot dogs. The NY Islanders ICE Tour, with a variety of games and bouncers, will be on site. Terminal Ileum will hit the stage, playing covers of hit songs from the 1960s through today. Radio station WBAB will be on hand with music and giveaways. Participation in the Beach Bash is \$10; \$5 for ages 12 and under.

Swimmers taking part in the Swim-A-Cross will hit



NY Islanders' mascot Sparky encourages Long Islanders to hit the beach at last year's Swim-A-Cross & Beach Bash BBQ. He'll be back again with the ICE Tour at this year's event.

the water at noon. Participants can choose to swim a mile, half mile, or quarter mile. There will be a 50-yard swim along the shoreline for swimmers ages 8-12. Registration is free but swimmers who raise \$30 or more will receive an event T-shirt and admission to the Beach Bash (\$15 for ages 12 and under). Registration begins at 11 a.m. The top fundraisers will be eligible for additional prizes.

Though the event is geared toward fun, Cassano said it's important to realize why the event is necessary.

Each year, the Nassau Red Cross provides food, clothing and shelter to hundreds of Nassau residents who have been affected by disasters like house fires. Additionally, the Nassau Red Cross assists hundreds of service members each year with emergency communications and assistance following life-altering events--like the birth of a child or death of a family member.

Practicing what he preaches, Cassano will attempt the half-mile swim this year. He also dared swimmers to raise more funds than he does.

"If anyone can raise more money than I do this year," Cassano stated, "I will wear a clown suit to the September meeting of the board. Now, I really don't want to embarrass myself but what really matters is that Long Islanders help us help their neighbors."

Last year, Cassano raised \$1,200.

To learn more about the 21st Annual Swim-A-Cross and Beach Bash BBQ, visit the Red Cross online at www.nassauredcross.org or call (516) 747-3500.

It's That Time of Year



The Nassau Red Cross took part in a hurricane drill hosted by LIPA and National Grid, July 12. During a press conference, Long Islanders were encouraged to examine their own plans. Pictured are John Bruckner, National Grid Senior Vice President for Long Island Transmission and Distribution; James Callahan, Commissioner, Nassau County Office of Emergency Management; Frank Cassano, CEO, Nassau Red Cross; Kevin Law, LIPA President and CEO; and Michael Hervey, LIPA Sr. VP for Operations.

Visit www.NassauRedCross.org to learn more about **YOUR** Red Cross!