



**PRESS RELEASE
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SHALLOW WATER BLACKOUT PREVENTION AND CLARION SAFETY SYSTEMS' SIGNS FEATURED ON GOOD MORNING AMERICA

ABC News' Good Morning America program features Clarion's No Long Breath Holding pool safety signs

Milford, PA – June 4, 2015 – Pool safety signs from [Clarion Safety Systems](#), a leading designer and manufacturer of safety signs and safety labels, were featured in a segment this week on [ABC News' Good Morning America](#) program. Tuesday's morning show discussed shallow water blackout prevention, and displayed images of Clarion's industry-leading "No Long Breath Holding" safety signs.

In the segment, the renowned aquatic safety expert and founder of the Aquatic Safety Research Group, Dr. Tom Griffiths, spoke to *Good Morning America* about this little-known water safety hazard.

Shallow water blackout, which experts believe is a leading cause of swimming-related deaths, occurs when a person who is underwater passes out without warning after extreme, prolonged breath holding preceded by hyperventilation. It is a sudden, silent killer. Parents and lifeguards supervising pools often fail to detect any danger or crisis under the water until it is too late.

According to the news report, with education and understanding, shallow water blackout can be completely preventable. Because it often occurs due to lack of knowledge about the dangers of long breath holding underwater, an important preventative step is "No Long Breath Holding" poolside signage.

Clarion offers its "No Long Breath Holding" signs as part of its innovative pool safety sign system, developed in collaboration with Dr. Griffiths. Clarion's [pool safety sign systems](#) are designed with clear graphical symbols to draw attention to core safety messages and crafted to comply with the latest U.S. and international safety standards. The signage has undergone extensive comprehension testing, designed by independent experts and administered by the National Drowning Prevention Alliance, which confirms that key symbols and signs are quickly recognized and clearly understood by viewers.

In addition to its signage, Clarion has a number of resources available on pool safety and shallow water blackout prevention, including two short, educational videos, "[Preventing Swimming Pool Accidents and Lawsuits](#)" and "[Drowning Prevention: Shallow Water Blackout](#)," and an online [learning center page](#) to help raise awareness of the dangers of long breath holding.

About Clarion's Pool Safety Sign System

Clarion pool safety sign systems, including its "No Long Breath Holding" signs, are available for purchase directly from Clarion's [online pool safety catalog](#), as well as from leading commercial pool suppliers, including Recreonics and Lincoln Equipment. Signs are offered in English, Spanish, and bilingual English/Spanish. They are customizable in over 30 different languages and in various sizes and finishes to meet location and climate-based considerations.

ABOUT CLARION SAFETY SYSTEMS

Clarion Safety Systems, LLC, is the leading designer and manufacturer of visual safety solutions that help customers in more than 180 industries worldwide to make their products and premises safer. Clarion offers a full range of standard and custom products including machinery safety labels, environmental and facility safety signs, pipe and valve identification markings, lockout/tagout products, and safety-grade photoluminescent egress path-marking escape systems. Founded in 1990, the company continues to play a leading role in the development and writing of international and national standards for safety signs, labels, and markings. Clarion is headquartered at 190 Old Milford Road in Milford, PA, 18337, and online at www.clarionsafety.com.

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