

JE'SANI SMITH FOUNDATION

ABOUT

The Je'Sani Smith Foundation's purpose is to save lives by providing education, awareness, and water skills training on beach safety, seaward-flowing water currents, and other coastal hazards. Increasing awareness of natural conditions that pose an imminent danger and risk at our beaches, such as rip currents, is a crucial component to improve public safety.



Je'Sani Smith, a young man with an easy-going personality and go-getter attitude, was a talented athlete who developed a love of sports and athleticism at the age of 4. Je'Sani also loved nature, especially the beach, but on April 11, 2019, eight days after his 18th birthday, he was swept away by a rip current at Whitecap beach at Corpus Christi, Texas. Although he was a great athlete and swimmer, the rip current was stronger. In Je'Sani's memory, his parents, Kiwana and Terry Denson, created the Je'Sani Smith Foundation to carry their son's legacy.

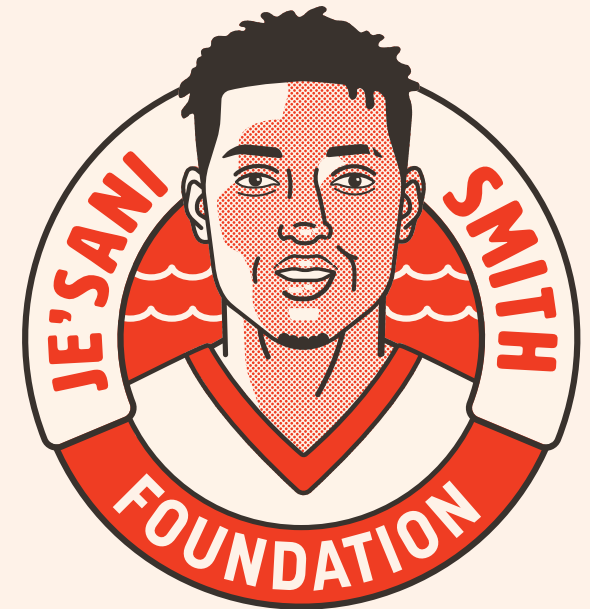


**HELP
SAVE LIVES**



**EDUCATE
DONATE
SPONSOR
VOLUNTEER**

**BEACH
SAFELY**



RIP Current Safety Guide

BeachSafely.org

  @jesanismithfoundation

**WHAT TO KNOW
BEFORE YOU GO**

RIP CURRENT STATS & FACTS

Rip currents are more dangerous to ocean swimmers than sharks.

Over 80% of all ocean surf-related rescues are attributed to rip currents.

Nearly 100 lives nationwide are claimed by rip currents each year.

RIP CURRENT RISK? CHECK THE FLAGS!



LOW



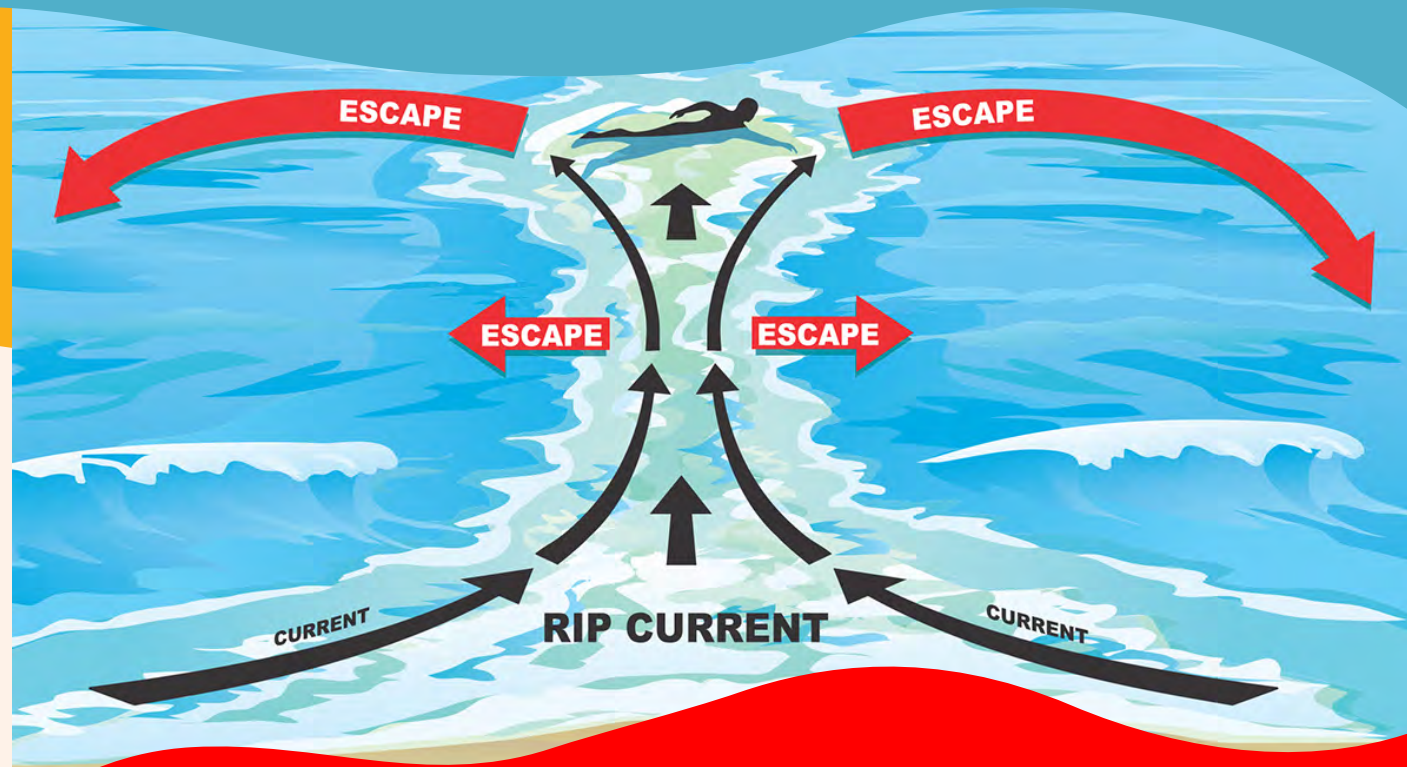
MID



HIGH

**HOW TO STAY
SWIM
AVOID
FLOAT
ESCAPE**

SWIM TO THE SIDE, PARALLEL TO THE BEACH



Check the flags & water conditions



Don't fight the current



Float or tread water



Only swim with lifeguards present



Swim parallel to the shore



Call or wave for assistance

RIP Current In Sight?

**FLOAT
DON'T
FIGHT**