



Lifesaving Society New Brunswick – September 2025

Moncton raises the flag for NDPW

This year, to kick off National Drowning Prevention Week, Lifesaving Society NB representatives joined the City of Moncton to participate in the raising of the Society's flag. This marked a step forward for the province, with another New Brunswick city joining the Society in spreading the word about drowning prevention.

To close the event, Sarah Hebb-Thomas shared meaningful messages and important takeaways with the City of Moncton, the province of New Brunswick, and all who continue to listen and spread the word:

"We are truly safer together when we collaborate, innovate and participate in activities that increase water safety awareness – like today's ceremony," said Hebb-Thomas. She continued her address by encouraging everyone to "set the example and share the message."

Sarah Hebb-Thomas, CEO, at the Lifesaving Society New Brunswick flag raising in Moncton, NB.



The Lifesaving Society acknowledges and thanks the Government of New Brunswick for its ongoing support of our drowning prevention mission.



For the love of the sport

Parlee Beach Lifesaving Club hosted a Junior Lifesaving Sport Competition on July 30, 2025. The junior athletes competed in Beach Run, Beach Flags, Beach Sprints, and Board Race events. Fourteen junior athletes took part – 12 of them trying out lifesaving sport for the very first time. The joint efforts of parents, volunteers and coaches made the event safe, educational and exciting, guiding the kids on the sand and on the water. Their support helped the junior athletes learn, grow and have a blast while building teamwork skills and confidence.

"I wish we had this when I was a kid!" one parent shared. "It's such a fun way for kids to stay active, build confidence, and learn important life skills."

Parlee Beach Lifesaving Club runs a junior program year-round at the Dieppe Aquatic and Sports Centre and throughout the summer at the Parlee Beach Provincial Park. This competition was part of the club's junior development initiative to train and mentor future lifesavers and lifeguards for both competitions and lifeguarding roles.

Events like this not only engage and connect the aquatic community in New Brunswick – they also help us take steps (or strokes) toward our biggest goal: a province free from drowning.

We sincerely appreciate the help from all those who pitched in to make this event possible, including: Grégoire Cormier (Chief Referee), the Parlee Beach Lifesaving Club (hosting, coaches, and officials), the Lifesaving Society New Brunswick for the course material, and to the parents and athletes who participated!

SURF THE WEB!

The Lifesaving Society New Brunswick is on social media! Find us online for updates, reminders, save the dates, closure notices, and aquatics content!

Follow our social accounts here:



Dive into lifesaving sport!

The New Brunswick Waterfront Lifesaving Championships at Parlee Beach were a wave of success! Though the championships were New Brunswick provincials, they were open to other provinces that wanted to come and test their skills.

A total of 25 athletes and three teams competed, one of which was the Nova Scotia Lifeguard Service, which returned to join us for the first time since the pandemic. They celebrated by securing the top spot on the leaderboard for points earned that day:

1. Nova Scotia Lifeguard Service – 557 points
2. Parlee Beach Lifesaving Club – 323 points
3. Canada Games Aquatic Centre – 275 points

Though the Nova Scotia Lifeguard Service earned bragging rights, the New Brunswick provincial championship title is ultimately meant to stay in New Brunswick. Our hosts, the Parlee Beach Lifesaving Club, took home the banner and the title of 2025 New Brunswick Waterfront Lifesaving Champions.

The New Brunswick Lifesaving Sport Council is looking to continue coasting into opportunities for growth in the province. Lifesaving sport provides facilities with the chance to set up new programming (through the Junior Lifeguard Club or a Lifeguard Competition Team), tools for staff in-services or training sessions, and provides lifeguards with activities that keep them sharpening their skills in engaging and challenging ways.

In participating in lifesaving sport, lifeguards get to test and showcase their skills in provincial championships throughout the year:

1. Pool Lifesaving: provincial championships in March
2. Waterfront Lifesaving: provincial championships in August
3. Lifeguard Emergency Response: provincial championships in November

The Sport Council would be pleased to provide clinics in communities interested in learning the basics of lifesaving sport. If your facility or community would like to host a Lifesaving Sport Clinic with a Lifesaving Society representative, please contact [Ben Tremblay](#).

Discover the world of lifesaving sport!



Uniforms designed by lifeguards for lifeguards!



High-visibility lifeguard uniforms in distinctive red and yellow – international lifeguard colours. Singlets, T-shirts or long-sleeved shirts, shorts and hats.

Durable, lightweight fabric. Superior comfort and fit. Quick drying. UV protection. Available exclusively from the Lifesaving Society.

Order online at LifeguardDepot.com or call 1-844-647-7033.
Free standard shipping within Canada.
Some exclusions apply. Custom orders available.

**Lifeguard
Depot.com®**

The Lifesaving Society is a national, volunteer organization and registered charity working to prevent drowning and water-related injury. Annually, over 1.2 million

Let's make a comeback! – Emergency Response Championships

The province is hoping to run Emergency Response Championships for the first time since 2019. Residual effects of the pandemic have left the last five attempts to run these championships with insufficient registrations and participation.

With your interest and love for lifesaving, we can make 2025 the return of our Emergency Response Championships! We encourage any interested facilities to send in their teams and help us revive this technical competition. Join us and wrap up the 2025 championship season on November 15, 2025, at the Dieppe Aquatic and Sports Centre.

Please find the [registration and information package](#) here.

If you would like to get in on the action without competing, you can check out our upcoming Community Official course on our [website](#).

SUPPORT DROWNING PREVENTION IN NEW BRUNSWICK

The Lifesaving Society New Brunswick is a registered charity that relies on the generous donations of time and money from its volunteers and donors. Those who donate \$25 or more receive a tax receipt and have their names published in the Society's Annual Report.

Support drowning prevention in New Brunswick by [donating today](#).



New Prestan Ultralite 12-Pack

Transport a complete classroom of CPR Training Manikins in one complete package. Easy setup, lightweight and convenient. Training on-the-go!



Order through

**Lifeguard
Depot.com®**

LifeguardDepot.com is the online store of the Lifesaving Society. All proceeds from LifeguardDepot.com support drowning prevention and the development of young leaders through Lifesaving Sport.

The Lifesaving Society is a national, volunteer organization and registered charity working to prevent drowning and water-related injury. Annually, over 1.2 million Canadians participate in the Society's swimming, lifesaving, lifeguard and leadership training programs. The Society sets the standard for aquatic safety in Canada and certifies Canada's National Lifeguards.