Rip currents pose a daily threat to the beauty and serenity of our ocean beaches. In partnership with a brilliant corps of ocean lifeguards, an effective campaign of public awareness can help us all beat “the grip of the rip.”

This brochure contains potentially lifesaving information in the event of a rip current experience. The first and foremost rule of beach safety is to always swim in clear and close proximity to a lifeguard. Swimmers should only venture into the water when a lifeguard is on duty and of course always be attentive to a lifeguard’s instructions.

A pretty and protected beach is the perfect spot to enjoy a summer day. A sensible approach to fun in the sun should be the primary concern of any beach goer. Visit our beautiful town beaches throughout the summer and help us keep them safe for everyone.

**Rip currents** are powerful, channelled currents of water flowing away from shore. Typically, rip currents extend from the shoreline, through the surf zone, and past the line of breaking waves. Rip currents can occur at any beach with breaking waves.

**Safety Tips**
- Know how to swim.
- Never swim alone.
- Obey all the rules of the beach.
- Be cautious at all times.
- If in doubt, don’t go out.
- SWIM NEAR A LIFEGUARD.

If caught in a rip current:
- Remain calm to conserve energy and think clearly.
- Never fight against the current.
- Think of it like a treadmill that cannot be turned off, of which you must step to the side.
- Swim out of the current in the direction following the shoreline. When out of the current, swim at an angle - away from the current - toward the shore.
- If you are unable to swim out of the rip current, float or calmly tread water. When out of the current, swim toward the shore.
- If you are still unable to reach the shore, draw attention to yourself by waving your arm and yelling for help.
- Get help from a lifeguard.
- If a lifeguard is not available, have someone call 911.
- Throw the rip current victim something that floats - a lifejacket, a cooler, an inflatable ball.
- Yell instructions on how to escape.

**If you see someone in trouble, don’t become a victim too:**
- Get help from a lifeguard.
- If a lifeguard is not available, have someone call 911.
- Throw the rip current victim something that floats - a lifejacket, a cooler, an inflatable ball.
- Yell instructions on how to escape.

Remember, many people drown while trying to save someone else from a rip current.
REMEMBER
Rip Currents Can Kill!

RIP CURRENTS
Break the Grip of the Rip!

IF CAUGHT IN A RIP CURRENT
♦ Don’t fight the current
♦ Swim out of the current, then to shore
♦ If you can’t escape, float or tread water
♦ If you need help, call or wave for assistance

SAFETY
♦ Know how to swim
♦ Never swim alone
♦ If in doubt, don’t go out

Swim Near a Lifeguard