



Fin Fun Responds to cbc.ca Article

[“Mermaid Tails propel safety concern at Alberta pools”](#)

Fin Fun Mermaid has been requested to address a recent article that discusses the concern of the safety of swimmable mermaid tails in Edmonton, Canada’s public pool. We view this conversation as an important step in educating potential customers and pool operators alike to the realities of what has been described by another article as “this summer’s must-have aquatic accessory”. We acknowledge that most other Canadian cities have and will continue to allow mermaid tails in their pools following a swim check.

In the article, Rob Campbell, supervisor of aquatic strategies for the City of Edmonton, is quoted as saying that a swimmable mermaid tail is “aimed at young children who are often weak swimmers” and adds “that it binds legs together and makes it difficult to safely manoeuvre in the water”. He goes on to further claim that “it promotes breath-holding which can promote blackouts”. We acknowledge that Mr. Campbell states this as a demonstration for his concern for the safety of children and we are grateful for his concern.

As our mermaid tail is intended to be used in the water, we focus on and emphasize safety first. We do so on our packaging, products, and on our website. For any child, even without a mermaid tail, there must always be constant adult supervision when they are in or near water. To use our monofin (is a single flipper that encloses both feet) the swimmer must be experienced in using what is termed the “dolphin/butterfly kick”. We believe swimmers age 5 or younger should not use a tail with a monofin as their legs are not developed enough for the butterfly kick that is required.

We encourage those who plan to use Fin Fun tails to follow Calgary and Ontario’s example in requiring that kids pass a minimum skills test before they can use their tail in public pools.

They must:

- Swim 25 meters continuously.
- Tread water for two minutes.
- Swim with confidence while wearing the mermaid fin.

We are fortunate to have the experiences of tens of thousands of “mermaids” who use our products throughout the world. From their feedback and the many customers they refer to us, we have found results that are very different than what is conveyed by Mr. Campbell. Here is what our customers have shared with us.

1. A Fin Fun Mermaid Tail can encourage a child to become a great swimmer. We have received many testimonials that the promise of receiving a Fin Fun tail was a critical factor in motivating their child to learn to swim. Customers further share that it gets them off the couch and into active play and exercise.

They become more confident because of the attention they receive. We love being part of such a change for good!

2. A Fin Fun Mermaid Tail is relatively easy to learn to use in a pool. Kids and adults alike attest to the speed with which they can swim, do tricks, etc. when they use our mermaid tail along with our patent pending monofin. This combination of our tail with a monofin, makes for a very powerful result. It can really increase your speed and agility while swimming. You can check out hundreds of hours of videos not just on our website and blog, but all over Facebook and YouTube from kids around the world having the time of their life in our tails. It's very popular to record your first swim. In many ways kids do maneuver like fish and they can live their dream of actually being a mermaid. Please see our videos page on this website for more information. www.finfunmermaid.com/videos

Our tail and monofin are designed with safety features in mind. Our products have been tested and passed the **CPSIA** (Children's Product Safety Improvement Act) for the USA as well as Australia. The mermaid tail is a breathable, spandex swimming suit that water can pass through easily. The tail weighs no more than ½ pound and the monofin is just over 1 pound. In fact, the monofin is designed to float on the water when you are not using it. We also designed the tail to be open at the bottom, which makes it possible to remove the monofin at anytime and swim without it if you wish. The monofin is able to quickly release around the ankles with just a light tug, yet stays firmly on your feet when you want it to. We do NOT recommend hopping or skipping to poolside while wearing our tails with the monofin inside, rather one should sit by the edge of the pool or on steps, while putting the tail and monofin on. In all of our packaging materials there are instructions how to do this safely as well as a link to a training video.

While Mr. Campbell's claim of potential for black-out is concerning to us, in our entire four years of operation we have never heard of these tails causing people to black-out. We have shipped this product all around the world and have not heard this from anyone. I guess if a person holds their breath long enough they can black out even if they are not in a pool.

We agree that a parent should only purchase this for their child if their child is a confident swimmer. We feel that parents are the best judges of their own children's abilities. We are grateful for the privilege we have of helping children dream every day. We will continue to seek ways to improve our product and assure safety while providing a fun, imaginative form of exercise that they will always remember.

Sincerely,

Eric Browning
CEO, Fin Fun Mermaid

Ref:

<http://www.cbc.ca/news/canada/calgary/mermaid-tails-propel-safety-concerns-at-alberta-pools-1.3068994>