



FOR IMMEDIATE RELEASE

July 16, 2025

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**Racine Lifeguard Program to Demonstrate EMILY Rescue Drone
at Milwaukee Air & Water Show**

Racine, WI – The City of Racine’s Lifeguard Program will be featured in the 2025 Waterstone Bank Air and Water Show on July 19 and 20 along the Milwaukee lakefront, as one of several featured exhibitions during the event. Lifeguards will showcase a simulated open-water rescue using the cutting-edge EMILY Rescue Drone—short for *Emergency Integrated Lifesaving LanYard*.

The EMILY Rescue Simulation will take place during the Water Show, scheduled to begin at 10 a.m. on both Saturday and Sunday. Racine Lifeguard Program Manager Phil Kiley, who has served in the program for 20 seasons and has led it since 2022, will pilot the EMILY Rescue Drone both days. On Saturday, he’ll be joined by lifeguards from Racine’s North Beach. On Sunday, he will partner with lifeguards from the Milwaukee County Lifeguard Corps.

“We are very excited to be part of this year’s Air and Water Show, and we’re honored to demonstrate the EMILY Rescue Drone in a live rescue simulation,” said Kiley. “This is a fantastic opportunity to showcase the City of Racine and our Lifeguard Program to a large audience. The EMILY technology is a game changer—it provides rapid flotation to swimmers in distress, especially in rough water or rip currents, giving them support until lifeguards can reach them.”

The City of Racine began using EMILY drones in 2023 after a series of tragic drownings in Lake Michigan underscored the need for faster rescue response tools. With support from the Racine County Sheriff’s Office, the city deployed two EMILY units—one at North Beach and another at Zoo Beach during posted lifeguarding hours. The drones, which can travel at speeds up to 20 mph, are battery-powered, remote-controlled flotation devices designed to reach swimmers in trouble far faster than a human responder can. The adoption of EMILY drones was part of a broader investment in beach safety, made possible through federal ARPA funding, that also included rescue watercraft and drones for aerial surveillance.

The City of Racine reminds beachgoers that swimming in Lake Michigan is not like swimming in a pool. Swimmers should only enter the water in protected areas during lifeguard hours, avoid designated unsafe zones, and never swim beyond their abilities. Free life jackets are available at beach stations for anyone who needs them.

For more information about the Waterstone Bank Air and Water show, visit:
milwaukeeairshow.com



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Racine, Wisconsin, is a thriving city located on Lake Michigan with a rich history and diverse population of about 78,000. Known for its historic downtown, award-winning architecture, top freshwater beach, strong community, and notable contributions to history and innovation, Racine is a wonderful place to live, work, and explore. From its progressive history as part of the Underground Railroad to its status as the Kringle Capital of America, there's always something new to discover in Racine.