

Some users failed to see what was racist about the poster, calling it another example of political correctness gone awry. Others noticed some controversial details upon closer inspection.

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Comedy writer Dan Harmon tweeted, "Rolled my eyes ...then noticed center kid. Is he literally doing nothing wrong except being ethnic?"

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Twitter user Rob Ullman, who claims to have created the original illustration for Red Cross that was later changed, tweeted, "My version is many things, but I don't believe it's racist."

Rob Ullman????????????????????????????????????Rob Ullman?????????"?????????????????????????????"

The organization Black Kids Swim told the Washington Post there is a history of discrimination against black children at public pools that makes them less likely to take up swimming. As a result, drowning rates for black children are significantly higher than those for white children.

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In 2009, black campers were banned from a community swimming pool in Philadelphia.

2009????????????????????

Last year, a Texas police officer resigned after video was released showing his response to black youth gathered at a pool party. The white police officer was recorded pushing a black, bikini-clad teenage girl to the ground and kneeling on her back.

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In its published apology, the American Red Cross says it is working to reduce the drowning rate in high-risk communities by teaching more children and adults to swim.

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"With this campaign, we are focusing on areas with higher-than-average drowning rates and participants who otherwise wouldn't have the opportunity to take swim lessons."

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Meanwhile, others are left wondering how no one at Red Cross noticed anything wrong with the poster.

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