



FOR IMMEDIATE RELEASE
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POOLCORP Partners with YMCAs for *A Splash of Joy*™

POOLCORP is donating more than \$2 million to fund scholarships for “Safety Around Water” lessons and lifeguard training at YMCA networks around the country to benefit those in underserved communities who might not otherwise be able to participate.

At POOLCORP, we believe that “Everyone Deserves the Chance to Swim”, so the company created *A Splash of Joy*, partnering with YMCAs to keep kids safe, build their confidence, and give them the opportunity to experience the joy of swimming. POOLCORP employees also donate new swimsuits, towels, and other swim gear to help ensure that there are no barriers keeping kids from joining in.

Classes will be available through eight metropolitan area YMCAs including YMCA of Greater New Orleans in Louisiana, Tampa Metropolitan Area YMCA in Florida, YMCA of Greater San Antonio in Texas, Greensboro Metro YMCA in North Carolina, Valley of the Sun YMCA in Arizona, YMCA of Metro Milwaukee in Wisconsin, Southeast Ventura County YMCA in California, and YMCA of East Valley in California.

The YMCA’s “Safety Around Water” program consists of a course of eight 40-minute sessions. In addition to basic swim skills like floating, blowing bubbles, and beginner swim strokes, students also learn survival skills like pushing off from the bottom of the pool to resurface and safety skills like water rescue techniques and identifying a safe place to swim. The lifeguard training scholarships provide employment opportunities and greatly needed support for community pools to be able to be open and operate safely.

For more information on *A Splash of Joy*, visit poolcorp.com/splash-of-joy. For others who would like to get involved, POOLCORP encourages donating to local YMCAs.

“Swimming is a crucial life skill. It’s considered the 100 year gift,” says Donna Williams, POOLCORP V.P. and Chief Marketing Officer. “People who learn to swim have children and grandchildren who learn to swim. Our company’s slogan is *Where Outdoor Living Comes to Life*® and what better way to demonstrate that than at community pools teaching children to be safe around water.”

POOLCORP is the world's largest wholesale distributor of swimming pool supplies, equipment, and related outdoor products. Through its distribution networks that include SCP Distributors LLC, Superior Pool Products LLC, and Lincoln Aquatics, the company operates more than 410 locations worldwide and distributes more than 200,000 national brand and private label products to roughly 120,000 wholesale customers. For more information, please visit www.poolcorp.com.

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