

**Step Into Swim Laps the World in 2017**  
*Donate on #GivingTuesday to Give the Gift of Swimming*

**Colorado Springs, COLORADO, November 21, 2017** - The [National Swimming Pool Foundation's](#)® (NSPF®) [Step Into Swim](#)™ Campaign swam a great length this summer! Today NSPF celebrates the upcoming [#GivingTuesday](#) by giving thanks for the gift of swimming so generously provided through the contributions of industry leaders and the commitment of local learn to swim programs.



"We've gone around the world to help the industry fund local programs," began NSPF CEO, Thomas Lachocki, Ph. D. "An increasing number of leaders are experiencing the joy of giving locally and creating more swimmers who use and enjoy local pools."

[More than \\$75,000](#) was donated to Step Into Swim (SIS) in 2017, and the recipients are excited to report on how their [clubs and organizations](#) benefited from the funding they received.

**170 Angels of America's Fallen (AOAF)**

AOAF partnered with NSPF to create [Lesson's from Lylah](#), a program to help children of fallen military and first responders [recover](#) from their loss of a parent through swimming. AOAF engaged 170 children in swimming activities, 100 of whom were waitlisted and would otherwise have continued suffering invisible wounds with no outlet. Most of the children choose to stay in water sports once they are fully enrolled.



16-year-old Jesenya lost her ARMY father in action in 2006. Her mother is bedridden with long-term illness, while Jesenya has multiple brain tumors. Jesenya was losing her [balance and mobility](#), but being in the water helped her find a painless recreational activity:

"Swimming allows me to feel almost pain-free, even if it is short-lived. It also improves my endurance and reduces fatigue. People do not realize the positive impact that swimming has on the body physically, and mentally, as well—it is a great stress reliever. Thank you, again, for giving me this opportunity."

## 20 Jewish Community Centers (JCC)

[Research](#) shows that children with autism spectrum disorder and other special needs flourish in aquatic settings, and [JCC](#) swim academies utilized funding to prove it. Said one parent, "Michael warmed up to the pool and went from putting his feet to then his entire body in the water and enjoying the pool! He was able to walk around the pool, splash, and perform wall kicks. I'm so proud of him, and happy to see how he has progressed."



## 14 Local Swim Programs Through Master Pools Guild (MPG)

[Master Pools Guild](#) directed their contribution to programs in the local areas of 14 MPG members around the world. Step Into Swim funding taught thousands of children to swim in Australia, [India](#), [Vancouver, BC](#), Alabama, California, Florida, Hawaii, Louisiana, Maryland, Ohio, Oklahoma, South Carolina, and Texas! Pictured is recipient Nisha Millet Academy, Bangalore, Karnataka, India.

"Drowning is a local issue, and learning to swim is the local solution," began Dick Covert, MPG Executive Director, and SIS Committee Member. "We have gone to great lengths to fund children's programs close to member communities."



## 27 New York State Parks Locations

[New York State Parks](#) utilized SIS funding to continue growing their state-wide learn to swim program. They offered hundreds of classes for all ages and levels at 27 locations across the state. 3,000 children in New York learned to swim this summer!



### SwimToday

USA Swimming's join a swim club initiative [SwimToday](#) continues to grow the sport of swimming. The SIS funding was allocated to the SwimToday marketing initiative, which was a key aspect of their acquiring 105,200 new year-round members, for a total of 354,036 members in 2017 to date!



### Nine YMCA's

[YMCA's](#) around the country utilized funding to teach hundreds of children Safety Around Water, a program designed to reduce children's risk of drowning. One of the participating YMCA's, Palomar Family YMCA in Escondido, California, reports 100 children grades 1-5 participated in their program. The children represent a fragile community with a population that is 96% socioeconomically disadvantaged and whose families do not have the ability to pay for swim lessons. YMCA of Virginia's Blue Ridge reported over 2,000 2nd graders participated, 53% of whom were identified as non-swimmers and high risk for drowning. SIS funding provided the life-saving opportunity of learning to swim for children who would not otherwise have the opportunity.



NSPF would like to extend a very big thanks to all the [organizations and individuals](#) who have donated to Step Into Swim! Industry leaders around the world have joined the campaign to give the gift of swimming, a gift that keeps on giving for a lifetime. Join them today, and be a part of the movement that is reducing the risk of drowning and increasing healthy physical activity, all while growing the industry.

Visit [www.stepintoswim.org/donate](http://www.stepintoswim.org/donate) this #GivingTuesday.

**About the National Swimming Pool Foundation®:**

We believe everything we do helps people live happier and healthier lives. Whether it's encouraging more aquatic activity, making pools safer, or keeping pools open, we believe we can make a difference. To further this mission, in 2016 we combined forces with GENESIS®, an educational leader for designers and builders of residential pools and spas. Together with GENESIS® we offer products and programs that are technically sound, convenient, and beautifully designed. In 2012, we launched the Step Into Swim™ Campaign, a 10-year initiative to create one million more swimmers. Founded in 1965 as a 501(c)(3) non-profit and located in Colorado Springs, Colorado, NSPF proceeds go to fund education, research and to help create swimmers.

Visit [nspf.org](http://nspf.org), [genesis3.com](http://genesis3.com), [stepintoswim.org](http://stepintoswim.org), or call 719-540-9119 to learn more.