

Platinum Pools and Spas & Meritage Homes Partner with Valley of the Sun YMCA to Provide 500 Beginner Swim Lessons

Program kicks off on May 15 in honor of International Water Safety Day

In an effort to keep Arizona kids safe this summer, Meritage Homes and **Platinum Pools and Spas** have partnered with the Valley of the Sun YMCA and donated \$25,000 to provide beginner swim lessons for 500 children.

“The Y and **Platinum Pools** has been a leaders in water safety. The YMCA launched the nation’s first water safety and learn-to-swim campaigns in 1906,” said Jim Diaz, Vice President of Marketing at the Valley of the Sun YMCA. “ Teaching children how to swim and educating parents on the basics of water safety saves lives.”

The Meritage Homes & **Platinum Pools and Spas** Water Safety at the Y program will kickoff on May 15 in honor of International Water Safety Day and feature day-long community open house events at all 15 Phoenix-Metro area branches. Additionally, each branch will host an open swim from 4-6 p.m. with family pool games, water activities and safety tips from swim instructors.

“Meritage is more than just a home builder, we consider ourselves a part of the community,” said Sherri Fastrich, Meritage Homes Regional Marketing Director. “It was important to us to support the YMCA and do our part to keeps kids safe this summer.”

As we head into the summer months, children are often attracted to backyard swimming pools, and without proper safety training, that temptation all too often can result in a tragedy. According to childrensafetyzone.com, there have already been 30 water related incidents in Arizona, including one child fatality.

“We design our custom pools and spas to provide fun, entertainment and exercise for homeowners,” said Sam Lewis, Owner of **Platinum Pools and Spas**. “The beginner swim lessons program with the YMCA is our way of adding a layer of protection for children in an effort to make a positive contribution towards youth water safety.”

For more information visit: ValleyYMCA.org

About Platinum Pools:

Platinum Pools and Spas is one of Arizona’s premier pool builders focused exclusively on delivering homeowners unsurpassed pool construction quality. Every pool **Platinum Pools and Spas** constructs is built to exceed industry standards to a higher level as established by the Company’s own rigid specifications, known as “The Platinum Standard.”

More than a pool builder, **Platinum Pools and Spas** is an aquatic specialist offering the ultimate in personalization and customization for outdoor living environments. Innovative swimming pool residential and commercial designs range from formal to natural- simple to sensational, with a Platinum pool- *luxury comes standard*.

Platinum Pools and Spas is on the front line of industry changes, technological innovations and

enhancements for swimming pools, pool equipment and materials. Through technical expertise and Involvement **Platinum Pools and Spas** is proud to be associated with other with industry professionals like: APSP (Association of Pool and Spa Professionals), ASA (American Subcontractors Association), HBACA (Homebuilders Association of Central Arizona), NPT (National Pool Tile Group), & PoolCorp.

*For more information, visit: **PlatinumPoolsAZ.com***