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Aqua-Tots Swim Schools Opens First Location in Utah

The World's Largest Swim School Franchise Opens Year-Round, Indoor Swim School in Midvale



The state-of-the-art Aqua-Tots Swim Schools location in Salt Lake City, Utah, is ready for children of all abilities to learn how to swim safely in their 90° pool.

Midvale, UT—June 9, 2020—Aqua-Tots Swim Schools has announced its 109th franchise location now open in the Salt Lake City suburb of Midvale, Utah, located at 7220 Union Park Avenue near Dick's Sporting Goods, Wal-Mart and Dollar Tree.

Aqua-Tots Swim Schools has been the leader in the swim instruction industry since 1991, offering comprehensive swim curriculum for children from four months to 12 years old. With over 100 locations in 14 countries, families all over the world can experience the dedicated, year-round, indoor swim facility where their children can become safe and confident swimmers.

The 5,600 sq. foot swim school is the first Aqua-Tots location in Utah, prepared to serve the families of Cottonwood Heights, West Valley City, West Jordan, South Jordan, Sandy and Mount Olympus.

“We’re excited to bring year-round, indoor swim lessons to the families of Salt Lake City,” said Aqua-Tots Midvale Franchise Owner Mike Priest. “Summer is here, and that means children will spend increasingly more time in and around the water. We are honored to serve our community by equipping children with the swimming skills they need for a lifetime of water safety.”

According to *Pediatrics and Adolescent Medicine*, consistency in formal swim lessons reduces the risk of drowning by 88% among children ages one to four. This is a hopeful reality as drowning is the leading cause of unintentional, injury-related death among children ages one to four, according to the Centers for Disease Control and Prevention.

Aqua-Tots Midvale is committed to keeping families safe and healthy and has implemented the Aqua-Tots Full Circle of Safety to prevent the spread of COVID-19 in their swim school. These procedures focus on a modified swim school environment for the health of their families and staff, safety of their lessons and cleanliness of their facility.

“We know that our community is making every effort to resume a sense of normalcy, and we want families to feel confident and comfortable to bring their children to swim lessons,” said Mike Priest. “We take safety seriously and will continue to follow all CDC and local health official recommendations in our school.”

Enhanced health and safety measures include:

- Daily wellness checks for staff
- A limited number of people in the facility
- Social distancing practices in the lobby
- Enhanced sanitation procedures
- Hand sanitizing stations
- A limited number of classes at a time
- Adjusted curriculum to avoid face-to-face contact
- Sanitation of teaching tools

It's important to note that a properly maintained and sanitized pool is still considered a safe environment for children and families. According to the CDC, “There is no evidence that the virus that causes COVID-19 can be spread to people through the water in pools, hot tubs, spas, or water play areas. Proper operation and maintenance (including disinfection with chlorine and bromine) of these facilities should inactivate the virus in the water.” The Aqua-Tots pool contains a commercial sanitation and filtration system which maintains the proper chlorinated levels.

Aqua-Tots' confident, AT-WSI certified instructors are well-equipped to teach children of all abilities using the proven Aqua-Tots curriculum. With a variety of class options, Aqua-Tots Midvale is open six days a week (Monday-Saturday), offering group lessons (4:1 ratio), semi-private lessons (2:1 ratio) and private lessons (1:1 ratio) as well as the Special Needs Aquatic Program (S.N.A.P.).

Aqua-Tots Swim Schools Midvale wants to introduce children to the water by offering a free In-Water Evaluation to anyone interested in enrolling in swim lessons. To schedule your child's evaluation, call (801) 901-2290. To learn more, visit aqua-tots.com/midvale.

About Aqua-Tots Swim Schools

Aqua-Tots Swim Schools serves over 100 communities worldwide, offering dedicated, year-round, indoor swim instruction, community outreach and drowning prevention education to children of all abilities from four months to 12 years old. As the world's largest swim school franchise, their hand-selected instructors are passionate about teaching children how to remain safer in and around the water, using tried and true curriculum, 28+ years in the making and trusted worldwide to teach 2.9 million swim lessons annually. To learn more, visit www.aqua-tots.com.