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Aqua-Tots Swim Schools Opens First Year-Round Location in Nevada

The world's largest swim school franchise opens newest year-round, indoor swim facility in Las Vegas.



The dedicated, year-round, indoor swim facility is now open to serve families in Las Vegas.

Las Vegas, Nev. — August 4, 2020 — Aqua-Tots Swim Schools has announced its 111th franchise location now open in the Las Vegas, Nevada, on the northwest corner of Lake Mead Blvd. and North Tenaya Way in the Whole Foods shopping center. Aqua-Tots Las Vegas officially opened for swim lessons on Monday, August 3, 2020.

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

The 6,000 square foot swim school is the first Aqua-Tots location in Nevada and the seventh location for Franchise Owner Steve Matthews who also owns locations in Arizona, Iowa, Idaho and Nebraska.

“We always enjoy serving new communities,” said Franchise Owner Steve Matthews, “and we’ve enjoyed getting to know the families in Las Vegas. The high temperatures in this area give families the opportunity to swim longer throughout the year, and we’re grateful to be able to offer children a safe place to learn how to swim.”

In fact, consistency in formal swim lessons reduces the risk of drowning by 88% among children ages one to four years old, according to the National Institutes of Health. That’s an encouraging reality since the Centers for Disease Control and Prevention reports that drowning is the leading cause of unintentional, injury-related death among children ages one to four.

Aqua-Tots Las Vegas 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. Preventative measures include social distancing in the lobby, hand sanitizer stations, enhanced cleaning procedures and masks for swim school staff.

“Communities across the country are doing everything they can to resume a sense of normalcy while maintaining health and safety,” said Matthews. “We take this seriously and are following all CDC and local health official recommendations in our school. We want families to feel comfortable and confident about their choice to bring children to swim lessons.”

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 Las Vegas is now enrolling children in swim lessons as early as four months old and is offering 50% off swim lessons along with a waived annual registration fee for the month of August. They encourage families to reserve a spot in small group (4:1 ratio), semi-private (2:1 ratio) or private (1:1 ratio) lessons before classes fill up. Aqua-Tots Las Vegas will also feature the Special Needs Aquatic Program (S.N.A.P.), which tailors lessons to each child’s special needs and abilities, as well as adult swim lessons.

To learn more about Aqua-Tots Las Vegas or to enroll in lessons, visit aqua-tots.com/las-vegas or call (702) 840-1032.

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.