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**FOR IMMEDIATE RELEASE**

## **Receives Platinum International Aquatic Safety Award**

announced today that it has been awarded the prestigious "**Platinum International Aquatic Safety Award**". Earning this award demonstrates that the aquatic facilities they operate consistently exceed industry standards in risk management and epitomize aquatic safety excellence. International Aquatic Safety Awards are conferred to deserving aquatic facilities by Jeff Ellis & Associates, Inc. - International Aquatic Safety and Risk Management Consultants.

"It is apparent that the entire staff embodies the idea of setting the standard in aquatic safety and swimmers who frequent this aquatic facility are afforded the highest degree of swimmer protection currently available for the aquatic industry," said Richard A. Carroll, Jeff Ellis & Associates, Inc. Senior Vice President and COO.

International Aquatic Safety Awards are presented annually to participants in E&A's Comprehensive Aquatic Risk Management Program (CARMP) and are based on the results of multiple random Unannounced Aquatic Facility Operational Safety Audits throughout the year. These audits include undercover video surveillance of individual lifeguards while they protect their Zone of Protection® areas, in order to accurately evaluate their professional diligence. Additionally, individual and team basic life support and rescue skills are evaluated, along with simulated emergencies that measure the effectiveness of established Emergency Action Plans. The audit concludes with administrative, supervisory and facility evaluations. All E&A client facilities are top performers and represent the finest and safest aquatic facilities in the world. As such, it is of particular note when E&A facilities perform so well that they are granted an International Aquatic Safety Award.

International Safety Awards are presented only to E&A's most elite clients. Presented in three levels - Silver, Gold, and Platinum - only the top 10% of E&A clients in the world receive a Platinum International Aquatic Safety Award each year.

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### **About**

#### **About Jeff Ellis & Associates, Inc.**

Founded in 1983, Jeff Ellis & Associates, Inc. (E&A) is an international aquatic safety and risk management firm dedicated to the prevention and elimination of drowning and other catastrophic aquatic events. Among its many services, E&A utilizes its Comprehensive Aquatic Risk Management Program along with its International Lifeguard Training Program™ (ILTP™) to advance the latest life saving technology, methods, and practices to dramatically reduce or eliminate risks - most importantly drowning events - and enhance the overall aquatic safety protection systems in place within their client family. As part of the Comprehensive Program with its clients, E&A trains and licenses lifeguards, following up that training through mandatory Unannounced Aquatic Facility Operational Safety audits of licensed lifeguards to ensure optimum performance and skills that are always at "test-ready" levels. E&A works with an ever-expanding client base which includes park & recreation departments, special districts, health clubs, homeowners associations, waterpark, and resort destinations across North America and South America and in diverse locations around the world, such as South Korea and the United Arab Emirates.