

Media Contact
Jordy Patano
No Limit Media Consulting
(888) VIP-NLMC
Jordy@discovernolimit.com



Nation's Largest Pool & Spa Maintenance Franchise Makes Waves by Donating Pool

America's Swimming Pool Company builds aqua therapy pool for Macon, Ga., child with Rett's Syndrome

Macon, Ga. — In a summer of unbearable heat in an industry that shows no signs of slowing down, America's Swimming Pool Company did the unimaginable midway through the height of the pool season. After hearing the heart rending story of 4-year-old Madison Barfield, the franchise chose to donate a pool to help the child and her family.

Madison, who cannot speak, lost the use of her arms and legs due to Rett's Syndrome, a disease that attacks the nervous system and motor skills. Under the leadership of Jessie Brooks, America's Swimming Pool Company franchisee in Milledgeville, Ga., the franchise stepped in to provide the girl with an aqua therapy pool to help reverse some of the disease's effects.

Until Brooks, America's Swimming Pool Company and all of its generous vendors stepped in, the pool was a far-fetched dream for the Barfield family.

"Once I met the Barfield family, and Madison, I became immediately involved trying to figure out what we could do as a company," Brooks said. "My team was more than willing to help rebuild the pool and our vendors through America's Swimming Pool Company were incredibly generous, donating various components to help us complete the pool."

Some of the largest donations were from PoolCorp, which donated pieces for the pool deck and miscellaneous parts to complete the pool; Pentair, which donated the pumps, filters and cleaners necessary to keep the pool running effectively; and Latham, which manufactures vinyl liners that created the shell of the pool. All of the donations were essential components to the project, assisting in creating the finished pool for the Barfields.

"Our company could not be more proud of Jessie Brooks and his ASP team for seeking out, and completing, such an incredibly generous project for this family," said Stewart Vernon, founder and chief executive officer of America's Swimming Pool Company. "Our sincere thanks and gratitude goes out to our vendors, who stepped up to the plate and made this project possible with the goods and materials they provided. Together, everyone did their part and provided a gift to this family that otherwise was not possible"

In today's economic climate, companies such as America's Swimming Pool Company and its vendors, PoolCorp, Pentair and Latham, are crucial in showing that small businesses can make a difference in small communities across the country. With the dedicated team assembled, Madison now has the tools to help combat her rare disease and potentially have the chance to regain her motor skills, paving the way for the possibility that she could one day walk.

About ASP-America's Swimming Pool Company

ASP-America's Swimming Pool Company, the Nation's most respected swimming pool maintenance and repair franchise, was established in 2001 by Stewart Vernon of Macon, Georgia. The company was built on the belief that providing the highest-quality pool maintenance with competitive pricing and a high level of dependability will attract customers. Since 2005, ASP has expanded into 72 territories in the Southeast, servicing over 120 cities in 7 states across the country. At this point, the company manages over 50 million gallons of water per week and renovates or remodels more than 250 pools each year. For information, please visit www.ASPpoolco.com