

**FOR IMMEDIATE RELEASE**

## **PSP/Deck Expo opens its Million Dollar Pool Design Challenge**

*Five finalists, including one young professional, will be selected to receive a trip to PSP/Deck Expo 2023 and vie for a \$10,000 prize, provided by Riverflow® Pumps by Current Systems. The finalists will present their design solutions to their peers during an on-floor education session.*



**Las Vegas, Nevada** (August 15, 2023) – The International Pool | Spa | Patio Expo, co-located with Deck Expo (PSP/Deck Expo) has opened submissions for its design competition. The Million Dollar Pool Design Challenge offers pool designers the opportunity to create a mock outdoor living area, with a minimum \$1 million budget. For the second year, designers can win a top prize of \$10,000 thanks to Lead Sponsor, Riverflow® Pumps by Current Systems.

**LEAD SPONSOR**



Reid Schindler and Mike Farley, both with a degree in landscape architecture and a combined background of more than 50 years of award-winning pool design experience, are teaming up with the PSP/Deck Expo for the fifth time to discover the industry's top designers.

The finalists will each receive a complimentary Super Pass, travel stipend, and a two-night stay in Las Vegas. They will each present their concepts during the Million Dollar Pool Design Challenge session within the conference program. Live voting will determine the winner, who will be named at the conclusion of the session.

“Prepare to leave a lasting impression on the pool design industry,” said Farley. “We’re seeking daring concepts that showcase the boundless creativity of designers, coupled with a practical roadmap to bring their visionary ideas to life.”

PSP/Deck Expo takes place November 13–15, 2023, in the West Hall of the Las Vegas Convention Center in Nevada. Pre-show education occurs November 10–15, with the main conference education and expo hall happening November 13–15.

The Million Dollar Pool Design Challenge for 2023 has a scenario of:

### Background

The clients are currently building their dream 'forever' home on the Intracoastal Waterway in the Miami Beach area. They have just become empty nesters and hope to create a home that friends and family can enjoy year-round. The space will need to be flashy enough to entertain some of the biggest names in the Miami area while also feeling warm and inviting.

### Aesthetics and View

- Love the view of the water but wouldn't mind a little bit of privacy in their secluded areas.
- Love modern design elements, fire and water, and Latin flair.

### Elements to Include

- Lazy River featuring Riverflow® Technology by Current Systems, Inc.
- Sun ledge with 4+ Ledge Loungers
- Dramatic Front Entry

- Front Drive w/ Fountain
- Glass Tile Mural
- Acrylic Glass Element

“This presents an exceptional chance for designers at all stages to gain the recognition they truly deserve,” said Schindler. “We're looking for builders who can seamlessly blend form and function, always prioritizing the homeowners' desires and necessities in their designs.”

Riverflow® Pumps by Current Systems is the lead sponsor of the Million Dollar Pool Design Challenge.

"Utilizing Riverflow Pumps created by Current Systems opens up a multitude of possibilities," stated Phil de Tournillon, the Vice President of Riverflow Pumps at Current Systems. "These include engaging in fitness through swim currents, enjoying leisure and excitement with the gentle flow of a lazy river, or experiencing the thrill of whitewater currents, all within a compact and efficient design."

Additional sponsors are Ledge Lounger, *Pool Magazine*, and the PHTA WAVE Young Professionals Network.

The winning designers will take home a cash prize of:

- 1<sup>st</sup> Place – \$10,000 (Sponsored by Riverflow® Pumps by Current Systems)
- 2<sup>nd</sup> Place – \$3,000
- 3<sup>rd</sup> Place – \$1,250
- 4<sup>th</sup> Place – \$750
- 5<sup>th</sup> Place – \$500

One of the five spots is guaranteed to a young professional (Age 29 or below at time of submission), whose trip to PSP/Deck Expo will be sponsored by PHTA WAVE Young Professionals Network.

The Million Dollar Pool Design Challenge is now accepting submissions, at: <https://www.themilliondollarpoolchallenge.com>. The deadline to submit is September 21. Five finalists, including a young professional (under 30 years of age), will be named in early fall.

PSP/Deck Expo brings together builders, service techs, retailers and distributors. Thousands of members from the pool, spa, patio, decking and outdoor living community attend PSP/Deck Expo to engage with the latest products and services and to network. These interactions come in the form of new and existing connections, education sessions, demonstrations and more.

PSP/Deck Expo actively collaborates across the entire pool, spa, backyard, and decking industries to provide participants the most comprehensive array of networking, education, and technology available. The Pool & Hot Tub Alliance (PHTA) is the official Show Sponsor, GENESIS® is the official Show Endorser, Pool and Spa News (PSN) is the official Show Publication, and the North American Decking and Railing Association (NADRA) is the Deck Expo Show Sponsor.

For more information, visit <https://www.themilliondollarpoolchallenge.com>.

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### **About the International Pool | Spa | Patio Expo™, co-located with Deck Expo**

The International Pool | Spa | Patio Expo™, co-located with Deck Expo is where all segments of the industry

(pool, spa, patio, decking, and outdoor living) gather to stay well-informed of the trends, market directions, and technology. The event offers industry professionals a large selection of educational sessions, an expo hall, and various networking opportunities. The event partners with The Pool & Hot Tub Alliance (PHTA) as the official Show Sponsor, GENESIS® as the official Show Endorser, Pool and Spa News (PSN) as the official Show Publication, and the North American Deck & Railing Association (NADRA) as the official Show Sponsor of Deck Expo. The event is owned and produced by Informa Markets. [www.poolspapatio.com](http://www.poolspapatio.com)

### **About Informa Markets**

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