

International Pool | Spa | Patio Expo, co-located with Deck Expo Makes Charitable Contribution to Promote Water Safety

A \$25,000 donation will provide free or low-cost swim lessons to children in need.

Las Vegas, NV (February 1, 2024) - The International Pool | Spa | Patio Expo, co-located with Deck Expo, (PSP/Deck Expo) proudly celebrates its charitable contributions during the last show's edition. Recognizing the importance of water safety, the event donated **\$25,000 toward Step Into Swim**.

Step Into Swim, a non-profit initiative of the **Pool & Hot Tub Alliance (PHTA)**, is dedicated to creating more swimmers through safe swim education.

PSP/Deck Expo, held from November 13 to 15, 2023 at the Las Vegas Convention Center, brought together more than 9,700 industry professionals from all 50 states and more than 60 countries to explore the latest technology driving the pool, hot tub and outdoor living industries forward. The event is organized by Informa Markets. The 2023 PSP/Deck Expo looked to go beyond the surface and make a meaningful impact that resonates far beyond the confines of the expo halls.

"We want to ensure that every poolside memory is a happy one – one that is enjoyed with confidence and awareness," shares Olympic Gold Medalist **Rowdy Gaines**, PHTA Vice President of Partnerships & Development, who leads the Step Into Swim initiative. "By teaming up with Step Into Swim, a respected organization dedicated to spreading awareness about water safety, PSP/Deck Expo showcases its dedication to both innovation and responsibility."

Drowning is the leading cause of unintentional death for children ages 1–4, but receiving swim lessons from a qualified instructor reduces the risk of drowning by 88% for that same age group – underscoring the importance of water safety programs.

Charitable contributions are integral to growing Step Into Swim's mission. In 2023, the Step Into Swim program reached 27,000 children across 35 states and Canada, delivering over 100,000 swim lessons to instill crucial water safety skills. This significant achievement was made possible with the support of over 350 donors, comprising both individuals and companies, like PSP/Deck Expo, who joined PHTA in their mission to create a safer aquatic environment for children.

The initiative has gifted more than 330,000 swim lessons since 2012 through YMCAs, Jewish Community Centers, Boys and Girls Clubs, and many more. Step Into Swim is funded through contributions and 100 percent of donations go to learn-to-swim programming.

On January 23, members of the PSP/Deck Expo show team presented Mr. Gaines with a \$25,000 check.

"We believe that it's our responsibility to create safe swimming and recreational spaces in all communities," says **Kris Osterbusch, Show Director**. "PSP/Deck Expo's commitment to giving back is a reflection of the caring nature of the pool, hot tub and outdoor living industries and the professionals we bring together every year. We are proud to serve an industry that knows the importance of water safety and drowning prevention."

[PSP/Deck Expo 2024](#) will take place at the Kay Bailey Hutchison Convention Center in Dallas, Texas, November 9-14, 2024.

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.

About Informa Markets

Informa Markets, a subsidiary of Informa plc (LON:INF), creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio comprises more than 550 international B2B events and brands in markets including Engineering, Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organizer, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, visit www.informamarkets.com.

About the Pool & Hot Tub Alliance and Step Into Swim

The Pool & Hot Tub Alliance (PHTA), a non-profit organization with 3,800 members from around the world, was established in 1956 to support, promote, and protect the common interests of the \$62B pool, hot tub, and spa industry. PHTA provides education, advocacy, standards development, research, and market growth initiatives to increase our members' professionalism, knowledge, and profitability. Additionally, PHTA promotes the use of pools by expanding swimming, water safety, and related research and outreach activities aimed at introducing more people to swimming, making swimming environments safer, and keeping pools open to serve communities. For more information, visit www.phta.org.

Step Into Swim™ is an initiative of the Pool & Hot Tub Alliance and its foundation committed to safe swim education and drowning prevention. By investing in the next generation of swimmers through learn-to-swim programs, the Step Into Swim initiative instills confidence, empowers long-term participation in water activities, touts the positive benefits of water play, and advocates for safe practices. Since its inception in 2012, Step Into Swim has played a role in reducing drowning fatalities and has gifted swim lessons to more than 330,000 children with support from community organizations, partners, industry advocates, members, and more. For more information, visit www.stepintoswim.org.

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