

Contact: Susan J. Kern
FR & PR Consulting

(photo available)

1119 Patricia Drive
Allentown, PA
Phone- 484-695-0445

**Susan Kern
Fundraising &
Public Relations
Consulting**

Press Release



Souderton Community Pool kicks- off a different swim season with its \$1 million fundraising campaign for a new, improved community pool

Souderton, PA. June 1, 2010: A tradition of swim recreation has existed in Souderton since the 1920's.

The Souderton Borough Pool on Wile Avenue has closed its doors for the 2010 summer season! But... for very good reasons...it has launched a \$1 million fundraising campaign to raise needed funds to renovate, refurbish and rebuild its community pool to a beautiful, safer, facility with more amenities for children, families and seniors to enjoy next season and for decades to come.

The total cost of the project is estimated at \$3.5 million dollars; it already has received financing and been endorsed with \$ 285,000. worth of state grants. The office of State Representative Bob Godshall of District 53 and a well-known man who grew up on a farm near Souderton, worked hard to receive these monies in a challenging economy for the residents of Souderton's swimming program .

An active committee called the Souderton Pool Fund Raising Committee, who are mostly volunteers and led by a professional fundraiser, Susan Kern from Allentown, started in the beginning of the year setting goals and writing documents to go to the public and to major donors and businesses to explain and accomplish their goals.

Their mission is to enhance the quality of life for all members of the communities in the area by supporting the development and maintenance of the outdoor family pool at Wile Avenue in Souderton. Their first goal is to communicate with the public about their upcoming plans. There is an informative letter signed by the two area mayors,



Mayor John Reynolds of Souderton and Mayor Jay Stover of Telford, explaining the pool project and asking for the public's support. This 8000 piece mass mailing to residents of Souderton, Telford, and Franconia will hit mailboxes within the next two weeks and was collated by generous volunteers at the Indian Creek Foundation.

When you see the exciting new campaign's blue logo that looks like a splashing wave, pay attention to the information available about Souderton's "Make Your Splash" Pool fundraising campaign. Comprising the pool fundraising committee are: P. Michael Coll, Souderton Borough Manager, Susan E. Fisher, VP Senior Financial Advisor; UNIVEST; Brian Goshaw, President Souderton Borough Council; D. Jeffrey Gross, Committee Chair and Souderton Borough Councilor; Susan J. Kern, consultant; Karen Kichline, Souderton Swim Team Member; Betty Linko, North Penn YMCA, Chief Operating Officer; Patrick McMenamin, Esquire, Swim Team Treasurer; Priscilla Newman, community volunteer; Renae Page, Web Site Designer; John Reynolds, Mayor of Souderton; and Dan Yocum, Jr. Councilor of Souderton. Mayor Jay Stover of Telford has acted in a honorary capacity to the committee.

Another immediate goal of the committee included launching a new website by Memorial Day 2010 where the public could be updated on pool happenings. It is launched!

Committee member and webmaster, Renae Page commented,

"I designed this site for anyone! It is easy for most to navigate on and to keep up on the changes of what's happening next at the Souderton pool. That's why the committee decided to include lots of pictures. We know all ages will miss the use of the pool this summer and we are working hard for a successful fundraising campaign. The direct web address for this site is: www.soudertonpool.com."

Take a look and get excited about what's new and going on currently at your community pool. Helpful, informative documents will be added all year long and also new, updated photos for interested residents to read and stay abreast of what is happening. At the present time, there is a very interesting article on the history of Souderton and how it developed along with the pool's development from the 1920's.

Swimming is a healthy activity for all ages. With the help of many, a new Souderton Community Pool can be built and will be a reality for all to enjoy by Memorial Day 2011. If interested in joining the pool fundraising committee or to plan a special event to benefit the efforts of the new Souderton Community Pool at any time during the year, please contact a member of the pool committee.

For more information on special giving opportunities, in-kind gifts of services or products or special naming opportunities, call P. Michael Coll at 215-723-4371, mike@soudertonborough.org,

Susan J. Kern at 484-695-0445, susansjk@aol.com or Jeffrey Gross at 215-723-2426 or innercoredesign@yahoo.com.

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