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Press Release . . . Souderton Community Pool - SINK OR SWIM by MEMORIAL DAY 2011

Souderton, PA. , July 27, 2010: The hottest summer for decades and the community pool is closed... but for a much -needed update that will be enjoyed by many for many years!

July is the average warmest month of the year and these three-digit July temperatures and numerous heat waves are hurting the comfortable and relaxing dips in the pool for many residents of Souderton, Telford, Franconia and surrounding areas. Their pool on Reliance and Wile Avenue has closed its doors for the 2010 season! But... for very good reasons...it's raising monies for a \$1 million fundraising campaign for a much- needed new pool and is renovating, refurbishing and rebuilding its community pool to a beautiful, more efficient , family oriented recreational facility for families and seniors to enjoy next season and for decades to come. The new aquatics center will include a many new water features, diving well , large modern slide and new bathhouses and concession area.

The total estimated cost of the project is \$3 million dollars. Michael Coll, Borough Manager reports that over \$22,000 has been raised from the mail campaign and some very generous \$1000 donations came in through that fundraising process along with approximately \$300,000 in state grants. However, we need the public to continue their support to this capital campaign by returning their donations in the blue envelope to Souderton Borough. The mail campaign will continue through the end of the year, with most of the proceeds used towards the purchase and installation of the new , exciting water features.

A very active Souderton Pool Fund Raising Committee, comprised mostly of local volunteers and led by chair, Jeff Gross, Souderton resident and member of Souderton Borough Council, started in January of this year setting goals and writing documents to go to the public and to major donors and businesses to accomplish their three year fundraising goal. Other members include: P. Michael Coll, Norman Detweiler, Susan E. Fisher, Brian K. Goshow, Susan J. Kern, Karen R. Kichline, Betty Linko, Patrick McMEnamin, esquire, Priscilla Newman, Renae Page, Mayor John R. Reynolds, and Dan Yocum. The committee meets the second Wednesday of each month at the Souderton Borough Center; the next meeting will be September 8 at 6:30 PM.

The Souderton Swim and Dive Team, better known as the Dolphins, consists of children ages 5-18 who enjoy exercise, water, making friends and enjoying swim competition between local swim clubs. Recently they conducted their own swim-a-thon on July 21. It is not too late to pledge your support to one of the swim team members. Please contact coaches Karen Kichline at 215-723-0726 or Dan Yocum at 267-421-3154 to pledge your support to a young Souderton competitive swimmer and find out more information about this Souderton Swim Team fundraiser.

Another community group who got involved early on with supporting the pool's revitalization efforts is the Souderton-Telford Rotary Club. The Souderton-Telford Rotary Club provided a \$5,000 contribution to the project.

The mission of the Souderton Community Pool Fundraising Committee is to enhance the quality of life for all members of the communities in the area by supporting the development, maintenance and on-going maintenance of the outdoor family pool at Wile Avenue in Souderton. Contact a member to arrange for a gift to a project that helps everyone in the community. Members are listed on the website.

When you see the exciting new campaign blue logo that looks like a splashing wave, pay attention to the information available about Souderton's "Make Your Splash" Pool fundraising campaign. Volunteers advertising the campaign have placed posters all around the community.

The direct address for this site is [www: soudertonpool.com](http://www.soudertonpool.com). Look at it, stay abreast, and get excited about what is happening at your community pool. Helpful, informative documents will be added all year long and also new, updated photos for interested residents to read and monitor what is happening. At the present time, there is a very interesting article on the history of Souderton and how the current pool developed from a sand bottom pool in the 1920's. Plus, a thermometer that keeps track of donations and how the pool goal is being met.

Swimming is a healthy activity for all ages. With the help of many, a new Souderton Community Pool can be built and become a reality for all to enjoy by Memorial Day 2011. For more information on giving opportunities or special naming opportunities, call Susan J. Kern at 484-695-0445, susansjk@aol.com or Jeffrey Gross at 215-723-2426 or innercoredesign@yahoo.com or any one on the fundraising committee.. If interested in joining the fundraising committee, getting a speaker for your company or organization to update your group on what is happening, or holding an event

to benefit the Souderton Community Pool any time during the year, please contact Susan Kern or Michael Coll.

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