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FOR IMMEDIATE RELEASE:

**THE AMERICAN RED CROSS AND COUNSILMAN-HUNSAKER PARTNER
TO PROVIDE NEW AQUATIC MANAGEMENT PROGRAM**

(ST. LOUIS, Wednesday, March 8, 2017) In response to the aquatic industry's ever-evolving challenges, including increasingly stringent health and safety regulation, certification management, compliance demands and risk management issues, the American Red Cross and Councilman-Hunsaker have partnered to offer a robust, customizable solution for aquatic facility operators. Their newly developed Aquatic Management Program will employ a team of aquatic operations specialists, to design and implement comprehensive operational strategies and management solutions for new and existing facilities of all types and sizes to improve safety, efficiency and sustainability.

Long recognized as the gold standard in aquatic training, innovation and thought leadership, the Red Cross has served the aquatic industry for more than a century. Councilman-Hunsaker, whose mission is "Aquatics for Life," began pioneering its full-circle approach from design to execution to day-to-day operations in 1970. Their new Aquatic Management Program partnership leverages the two organizations' unquestioned expertise and capabilities to fulfill the need for a comprehensive facility risk-management package.

"We believe this is a pivotal moment for the long-term sustainability of our industry," says Kevin Post, Councilman-Hunsaker Principal and Director of Aquatic Operations. "For the first time, the two leading organizations in the aquatic industry are combining their wisdom, experience and capabilities to help facilities reduce risk, improve safety, achieve a higher level of training and operational practices and ensure success."

It is the intention of the Red Cross and Councilman-Hunsaker that through the Aquatic Management Program, aquatic facility owners will receive a superior level of assurance from a comprehensive services portfolio that includes best-practices guidance, enhanced risk protection through additional insurance coverages, mitigation and litigation strategies, and operational auditing and personnel training and management support. They hope the Aquatic Management Program will become the all-inclusive standard for customized aquatic management solutions.

The Red Cross is the largest aquatics training organization in the United States, certifying more than 300,000 lifeguards each year, nearly ten times as many than any other provider. Their rigorous certification standards are developed in concert with the American Red Cross Scientific Advisory Council drawn from a diverse group of subject matter experts from scientific, medical, and academic disciplines. For more information on the Scientific Advisory Council, please visit redcross.org/scientificadvisorycouncil.

"We are grateful for the input and feedback from many aquatics customers that a comprehensive risk management program would solidify their commitment to the Red Cross and our leadership in the lifeguard market. We listened, researched potential partners, and, are now excited to announce our partnership with Councilman-Hunsaker," says Catherine Barry, Director, Product Development for the Red Cross. "As innovators and long-term



champions of science-based aquatics best practices, the American Red Cross created the standards for lifesaving, water safety and swimming instruction.”

For more information, interested organizations should contact Kevin Post (kevinpost@chh2o.com) and download the free Aquatic Management Program self-assessment (redcross.chh2o.com).

Service will be available for the summer season.

About Counsilman-Hunsaker: Counsilman-Hunsaker is a pioneering aquatics organization that created what has grown to become today’s Aquatic Consulting industry. With a mission to create “Aquatics for Life” through experiences that transform people and communities, their vast global experience encompasses parks and recreation, universities, hospitality, education, wellness and world-class competition venues. Offering a full-circle approach – from design to execution and day-to-day operations – the organization strives to foster positive, memorable experiences for people and provide guidance and support for the life of aquatic facilities. The company is headquartered in St. Louis, with additional offices in Denver, Los Angeles and Dallas. For more information, please visit counsilmanhunsaker.com.