



FOR IMMEDIATE RELEASE

New SafeSplash Swim School Location Dives into Rockville, Maryland

JANUARY 11, 2017 – Rockville, Maryland SafeSplash Swim School announced today the opening of the area's first SafeSplash facility, located within LA Fitness on Rockville Pike in Rockville, Maryland.

This new swim school will officially open on Saturday, February 4, 2017 with free classes, prizes and fun. Classes will initially be offered on Saturdays and Sundays, with weekday classes to be added in the coming weeks.

SafeSplash Rockville will offer learn-to-swim lessons to children as young as six months of age. No prior swimming experience is needed. Adult and adaptive lessons will be offered as well. Various class levels are offered to suit different swimming abilities.

As with all SafeSplash swim schools, students will be taught in small classes (no larger than 4 students to 1 instructor), by experienced and passionate instructors. SafeSplash uses a proven, proprietary instruction method that has been tested and refined over the company's history, across 10 years and over 4 million swim lessons. Olympic Swimmer Missy Franklin has partnered with SafeSplash to build upon its innovative and effective swimming instruction methods.

More information

SafeSplash Rockville will offer free trial lessons on Saturday, January 28, 2017. To sign up for a class in advance, please visit the SafeSplash [website](#). Interested customers are also invited to stop by the LA Fitness in Rockville between 10:30am and 2:00pm to receive more information, meet the staff and participate in games and a drawing for SafeSplash gear. Free two-hour parking is available in the LA Fitness parking lot.

Standard monthly swim lesson memberships are \$95/student for one class per week. Pre-registration and additional information is available on the SafeSplash [website](#).

Additional information on the Missy Franklin partnership and the SafeSplash curriculum may be found [here](#).

About the Owners

Olympic athlete Michael Lilintahl has been swimming all of his life. Originally from Venezuela, Michael represented Venezuela in the 1996 Olympic Games in Atlanta, swimming in the men's 4x100 and 4x200 freestyle relays. Michael has over 15 years of experience in organizational management and leadership development and received his B.A. in Business Administration at the University of Louisiana, where he was a member of the men's swim team.

Jennifer Lilintahl learned to swim before she learned to walk, and began swimming competitively at the age of four years old. Her swimming career ended in high school when she took up the sport of rowing and became a member of George Washington University's Division I crew team.

Michael and Jennifer have a deep commitment to the health, safety and well-being of the children of the community and the surrounding areas. It is for this reason that they love to teach them how to swim and believe learning to swim is a life skill®.

About SafeSplash® Brands

SafeSplash Swim School provides a premium, warm water learn-to-swim program throughout the U.S. that uses a proven, proprietary curriculum in a small, personal class to positively teach children and adults alike safety skills and confidence in the water that they will use throughout their lives.

After opening its first school in 2006 just south of Denver, Colo., the company has grown to 149 locations across 2 countries and 21 states. For more information about SafeSplash® please visit their [website](#) or "like" SafeSplash on [Facebook](#), or follow on [Twitter](#) or [Google+](#).

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