



## News Release

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### **BioGuard Joins APSP Sponsorship Program**

Citing its commitment to safety and professionalism in the industry, BioGuard has signed on as a Strategic Level sponsor of the APSP.

“BioGuard is delighted to be a sponsor of the APSP Sponsorship program,” said Scott Newton, BioGuard brand manager. “No other factors could be more important to our industry as safety and the professionalism of our dealers. Consumers want to deal with knowledgeable and ethical businesses. They seek out companies that have reputations of superior staff and integrity. They also want to be informed about how to keep their family and friends safe when enjoying or working on their pool or spa. BioGuard is represented by the most professional and customer safety conscious dealers in the industry and this program just fits what BioGuard is all about; knowledgeable professionals helping consumers enjoy their pool or spa safely.”

The APSP sponsorship program launched last month. Sponsorship levels of \$20,000 (Strategic), \$15,000, (Leader) or \$10,000 (Collaborator) each include benefits for the sponsor as well as for APSP members in the areas of consumer safety and industry professionalism.

The next phase of the program will be introduced in 2010 and will include specific event and activity sponsorships starting at \$1,000.

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### **About APSP**

The Association of Pool & Spa Professionals (APSP) is the world's largest international trade association representing the swimming pool, spa and hot tub industry. APSP's mission is promoting consumer safety and enhancing the business success of its members. Members adhere to a code of business ethics and share a commitment to public health and safety in the use of pools, spas and hot tubs. APSP member companies include manufacturers, distributors, manufacturers' agents, designers, builders, installers, retailers, and service professionals. For more information visit [www.APSP.org](http://www.APSP.org).