



News Release

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Latham International Signs On As First APSP Sponsor

APSP has launched the first phase of a new sponsorship program offering a limited number of annual sponsorship opportunities. Latham International has become the first Strategic Level sponsor.

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.

Contact Helen Bloch at hbloch@apsp.org to become a sponsor now and watch for further details coming soon.

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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.