

[Insert company logo here]

CONTACT

Contact person
Company name
Telephone number
Email address
Website address

FOR IMMEDIATE RELEASE

[INSERT DATE HERE]

Local pool pro earns premier designation

[Insert sub-headline here, ex. “John Smith from [Insert company name] recognized as CBP Certified Pool & Spa Building Professional”]

[INSERT DATELINE HERE (such as “ALEXANDRIA, VA”)] — The Association of Pool & Spa Professionals (APSP) has awarded **[INSERT NAME OF PROFESSIONAL HERE]** with its premier industry designation: CBP Certified Pool & Spa Building Professional.

APSP, the swimming pool, spa and hot tub industry’s leading education and trade association, awards its CBP designation to only a small number of builders around the world. To earn this certification, **[INSERT NAME OF PROFESSIONAL HERE]** passed a rigorous multi-topic examination, demonstrating knowledge of governmental regulations, permitting, excavation, construction, technology, safety and more. Professionals are required to have at least five years of industry experience and must have completed 24 hours of continuing education in the previous three years to qualify to take the CBP exam.

Additionally, all CBP Certified Pool & Spa Building Professionals commit to upholding APSP’s industry code of ethics, ensuring the highest business and ethical practices. For more details about the APSP Certification program, visit APSPUniversity.org.

[Location of business here]-based **[Name of pool builder here]** has been in business since **[date here]**. **[Add 2-3 sentences with more information about specialties, showrooms, number of employees, public service projects, etc.]**