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DISCOVERY'S SHARK WEEK REINFORCES THE APPEAL OF BACKYARD POOLS, SPAS & HOT TUBS

(ALEXANDRIA, VA) – The ratings are in and millions of viewers have tuned into Shark Week on the Discovery Channel. And that can mean only one thing for the pool, spa and hot tub industry: An upsurge in interest in the industry's products.

“There's absolutely no threat of a shark attack in a pool, spa or hot tub,” said Association of Pool & Spa Professionals (APSP) President and CEO Bill Weber. “The oceans are beautiful, but why risk it? Why not vacation all year long in the shark-free water of your backyard pool, spa or hot tub?”

For over 40 years, APSP has kept records on the incidents of shark attacks in pools, spas and hot tubs across the country. “The statistics show it simply does not happen,” said Carvin DiGiovanni, APSP senior director of Technical & Standards. DiGiovanni did acknowledge though that inflatable sharks were the exception.

Pools, spas and hot tubs have become the cornerstones of staycations, where families spend quality time together, create memories, enjoy the health benefits of aquatic activity, and of course avoid sharks altogether.

To find an APSP member near you who is committed to providing consumers a shark-free backyard pool, spa and hot tub environment, please visit APSP.org/memberlocator or call APSP Member Services, 703.838.0083, ext 301.

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About APSP

APSP is the world's largest international trade association representing the swimming pool, spa, and hot tub industry. Its mission is to promote consumer safety, and enhance 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. Since 1985, APSP has been accredited by the American National Standards Institute as the recognized Standards Developing Organization to produce the nation's swimming pool, spa and hot tub standards. APSP member companies include manufacturers, distributors, manufacturers' agents, designers, builders, installers, suppliers, retailers and service professionals. For more information about the APSP please visit APSP.org.