



YMCA of Brockville and Area  
345 Park Street  
Brockville, ON K6V 5Y7  
613 342 7961  
www.brockvilley.com

## MEDIA RELEASE

September 5, 2017

### **The World's Largest Empty Pool Party (in Leeds & Grenville at least!) Starting off without a splash(!) as we ready this wonderful asset for the next 25 years!**

**Brockville** – On Saturday night, September 9, 2017, the YMCA of Brockville and Area is hosting the Largest Empty Pool Party in the region. A wonderful team of volunteers has come together to “Fill the Pool”.

This once in a lifetime party is sure to bolster a lot of fun while raising much needed resources to prepare our community's aquatic centre for the next 25 years. As the only aquatic centre in the region, it is incumbent upon us to ensure this asset is well maintained. The centre, now 21 years old, is home to over 60,000 splashes (entries) per year.

The YMCA provides swim lessons to thousands of children, youth and adults alike - our Swim to Survive program, partnering with the Lifesaving Society and Canadian Tire Jumpstart sees close to 800 third graders each year; we train hundreds of lifeguards and swim instructors and provide that valued first job to youth. We are home to the Upper Canada Swim Club – River Otters, Special Olympics of Brockville & Area, 1,000 Islands Swim Masters and thousands of aquafitters and lane swimmers.

The pools are receiving a major face lift with costs nearing \$250,000; entire re-grouting, new pool filters, new hot water on demand system, new boiler and last year we replaced all the lighting to energy efficient LED. While the public will only see the new starting blocks on a regular basis, you will have the opportunity to see the behind the scenes at the Empty Pool Party this Saturday night. An opportunity not to miss!

We very much appreciate the support of everyone who has invested to date. The Upper Canada Swim Club – River Otters has conducted a brilliant campaign to resource the starting blocks and some much-appreciated funding came through the Ontario150 program as announced by Leeds-Grenville MPP Steve Clark in March of this year. Also announced earlier this year is the support of the City of Brockville to the tune of \$25,000. Other major donors include an anonymous donor, Catherine & Bill Deplaedt Brockville and Prescott Canadian Tire Jumpstart, Northern Cables, 100 Women who Care, Canarm Ltd, Tim Hortons Brockville, 401 Electric and Strader Ferris International Ltd.

This truly is a community working together,” said Diana Deakin-Thomas, CEO, YMCA of Brockville and Area. “This event will raise not only the much-needed capital required but will also provide funding to our YMCA Strong Kids campaign – it is through this stream of generosity that we can welcome ALL to the YMCA.” Last year, over 8,000 people participated in YMCA programs and services in our area with one in four requiring financial assistance to participate.

*Building healthy communities*



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It is with heartfelt thanks to the Keystorm Pub, our main food and beverage sponsor along with support from The Brockberry, Tandoori Mint, Pastry Princess, Pizza Hut, Michelle Zweig, The Mill and the Sleepless Monkey. Our major media sponsor is JR FM/Bob FM with support from Metroland Media.

Tickets are \$50/per person and are available at the YMCA – space is limited. Don't miss out on this once in a lifetime opportunity!

The YMCA of Brockville and Area is a charity offering opportunities for ALL. We are committed to strengthening the foundations of community by nurturing potential; promoting healthy lifestyles, social responsibility and lasting personal and social change. For more information about your YMCA, please visit us at 345 Park Street or visit our website at [www.brockvilley.com](http://www.brockvilley.com).

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