

FOR IMMEDIATE RELEASE

**Public Relations Contact**

Alex Meshot

Waterworks Aquatics

(949) 450-0777 x119

alex@waterworksswim.com

**Waterworks Swim School Opening inside LA Fitness Club in Alhambra**

Alhambra (April 18, 2016) - Waterworks Swim School, a premier indoor Swim School is proud to present itself to the city of Alhambra with its newest location operating out of LA Fitness Club located at 920 South Fremont Ave, Alhambra CA 91803. A membership to LA Fitness is not required to participate in swimming lessons. With a mission to educate and motivate people of all ages to be safer and learn proper swimming technique, Waterworks strives to teach the necessary skills needed to create strong and confident swimmers of all ages.

California is one of 10 states in which drowning is the leading cause of death for children under 15 years of age. Their new Alhambra location, operating out of LA Fitness is set to open in May 2016. This new venue will allow Waterworks to continue their efforts in the San Gabriel Valley area towards getting children and adults safer in the water. Waterworks Swim School will be providing swim lessons year round in a warm enclosed environment. Classes are offered in an indoor 25 yard lap pool, which is heated up to 84 degrees year round. There are no registration fees and make up lessons are offered for all lesson cancellations, making scheduling extremely flexible for busy families.

Waterworks Swim School provides Private and Semi-Private swim lessons for children ages 3 years to adults. “The teaching methodology at Waterworks Swim School is what differentiates us from other swim schools,” said Jon Alpert, founder of Waterworks Swim School. “We utilize an original instructional philosophy of teaching children to roll to their back for a breath rather than lifting their heads to breathe, which allows children as young as 18 months the capability to swim across the pool. The other key component is the use of a specialized muscle memory teaching technique, where students are taught stroke technique at a very young age. Our indoor facility and small class sizes allow for individualized attention, which allows us to see rapid progression with all of our swimmers.”

With a commitment to “Learning it the Right Way, Right from the Beginning,” Waterworks was voted ‘Best Swim Classes’ by the readers of Parenting OC Magazine for the past seven consecutive years (2009-2015).

Waterworks Swim School is offering a special one-time grand opening promotion for a limited time. Those interested will receive 20% off their lesson packages in addition to receiving up to 4 free additional lessons depending on the size of the lesson package they purchase.

For more information, please visit [http://waterworksswim.com/LAFit/Alhambra](http://waterworksswim.com/LAFit/Alhambra%20)  or call 626-836-1200

Waterworks Swim School is independently owned and operated, and is not in any way affiliated with LA Fitness.