



MEDIA ALERT

Foss Swim School celebrates new location opening in Creve Coeur with ribbon cutting on August 30th, 2023 at 11:00 am CST as well as free activities for individuals and families

Creve Coeur, MO (August 2023) – Foss Swim School continues its expansion in Missouri with the opening of a new school in Creve Coeur, MO.

WHAT: Foss Swim School is celebrating the grand opening of its newest school location in Creve Coeur, Missouri, with a ribbon cutting at the facility. This opening marks the 25th swim school location for the Minnesota-based FOSS, which is celebrating its thirtieth anniversary this year. In addition to a ribbon-cutting celebration, the facility will also be offering preview lessons + family swim lessons for free with an encouraged donation.

Below are some key facts about the new facility:

- FOSS Creve Coeur is opening on September 6, 2023, for Fall Quarter lessons, making it the fifth Missouri location.
- The facility includes 5 bathrooms and 13 private changing stalls as well as an air-conditioned view room for parents and families to watch lessons.
- Like all FOSS locations, the pool water at FOSS is heated to 91 degrees to keep students happy and comfortable during lessons.

WHEN: The ribbon cutting will take place on August 30th at 11:00 am CST with the Mayor of Creve Coeur, Robert Hoffman, and in partnership with the Chamber of Commerce.

There will be several activities offered prior to the opening of Creve Coeur:

- Free Family Swims: Lessons will be offered on August 27th + 30th and September 2nd. To sign up, call (314) 949-7100 and bring your family to an open swim with donations welcome for Family Forward(www.familyforwardmo.org)
- Preview Lesson: Sign up for a tour of the Creve Coeur facility and get a level assessment by creating an account online at fossswimschool.com and enroll



in a preview lesson or call (314) 949-7100. Preview lessons will be offered August 26th + 28th + 30th and September 1st.

WHERE: 12760 Olive Blvd, Creve Coeur, MO 63141

WHO: The following members of the FOSS team will be available at the ribbon cutting for interviews:

- Casey Fogerty, Director of Field Operations for Missouri
- Nikki McKenzie, School Director
- Nicholes Holmes, Office Manager

PHOTO OPPORTUNITIES: Media onsite at the ribbon cutting will have access to the new facility and be able to capture photo and video footage of the pool and facilities as well as photo and video footage of the ribbon cutting.

ABOUT FOSS SWIM SCHOOL:

Jon and Susan Foss opened their first swim school in 1993. They created an age-appropriate curriculum, helping even the youngest swimmers confidently learn water adjustment, safety, strokes, and technique. With 25 years of expertise, FOSS has redefined the swim lesson experience by providing a fun, original, technically sound and safer style of teaching. FOSS currently has 17 schools in the Minneapolis/St. Paul, Fargo, Ankeny, Chicago, and St. Louis areas and is expanding to more communities in Missouri and Wisconsin.

Foss Swim School has been teaching swimmers of all ages to swim and swim well since 1993. They currently have 18 Foss Swim Schools throughout Minneapolis/St. Paul, Fargo, Ankeny, Missouri and Chicago areas. The company is well-known for its great teachers, custom pools, and strong Swim Path™ curriculum. Their learning centers around laughter, confidence and mastery. Guided by its Love Water™ philosophy, FOSS is doubling down on its commitment to teach water safety skills to enrich students' lives.

Enrollment for the new Creve Coeur location is open and lessons will begin September 6, 2023. For more information, visit fossswimschool.com/crevecoeur