



National Recreation and Park Association

FOR IMMEDIATE RELEASE

New Aquatics Discount Programs Now Available to Help Providers Stay Competitive *NRPA Negotiates Savings with Three Aquatic Program Leaders*

ASHBURN, VA., Feb. 2, 2012 – The [National Recreation and Park Association](#) (NRPA) has unveiled three new member discount programs designed to support aquatic service providers. NRPA has forged relationships with the leading aquatics safety program providers and negotiated savings to help members remain competitive while budgets for aquatic services such as pools and waterparks continue to face constraints.

“In a recent survey of our members in partnership with the American Red Cross, aquatic providers emphasized the importance of keeping lifeguarding and swimming programs affordable,” said Vice President of Membership and Professional Development, Tara Fitzpatrick-Navarro. “We listened and took action, approaching the leaders in these services and working collaboratively with them to develop discounts that will make a positive difference for park and recreation agency budgets and enable them to provide top-notch services.”

NRPA has partnered with The American Red Cross, Ellis & Associates and Starfish Aquatics Institute. Each has designed savings on their lifeguard training and swimming instruction programs. Some highlights include:

- **American Red Cross** –on behalf of members, NRPA approached the Red Cross and advocated for a reduced pricing module that is beneficial universally for the field and aquatic providers. Due to our efforts, and additional considerations by the Red Cross, they have developed a new pricing structure that will charge an affordable per facility fee with added benefits and the student fees will now be reduced to \$1 per student. Additionally, NRPA members will receive a 10 percent discount on all aquatic printed and web-based materials. The Red Cross discounts apply to each individual program with additional savings for multiple programs.
- **Ellis & Associates** – NRPA also approached Ellis & Associates so its members can now sign up for the International Lifeguard Training Program (ILTP) Training Center and/or the Jeff Ellis Swimming Program (JES) to receive significant savings on fees, trainings, course kits, annual required program reviews, JES program coordinator and instructor trainings, skill cards and more. Sign up for ILTP and JES for up to 40 percent savings.
- **Starfish Aquatics Institute (SAI)** –And finally, NRPA coordinated with SAI so members would have the option of signing up for their Starguard lifeguard training program and Starfish Swimming instruction program together to reap a 20 percent discount on their all-inclusive start-up and training packages. SAI also offers the option to sign up for each program individually for 15 and 10 percent discount respectively. NRPA members who are existing authorized providers of SAI programs will receive a 20 percent discount on selected program-related products offered throughout the year.

As park and recreation agencies across the country examine ways to stay competitive and find efficiencies, member discount programs are a solution to help agencies operate effectively. NRPA evaluates all discount opportunities to ensure that members get the maximum benefit.

Additional details about the individual programs are available on the NRPA [website](#). To learn more about these aquatic programs, contact Mary Lim at mim@nrpa.org.

The National Recreation and Park Association is a national not-for-profit organization dedicated to advancing park, recreation and conservation efforts that enhance quality of life for all people. Through its network of 20,000 recreation and park professionals and citizens, NRPA encourages the promotion of healthy lifestyles, recreation initiatives, and conservation of natural and cultural resources. For more information, visit www.NRPA.org. For digital access to NRPA's flagship publication, *Parks & Recreation*, visit www.parksandrec-magazine.org.

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