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For Immediate Release

### **CMAHC WELCOMES EIGHT NEW SPONSORS**

Leading organizations make substantial donations to sustain the Model Aquatic Health Code, striving for a higher aquatic health and safety standard.

**Decatur, Ga., September 23, 2015** — Eight visionary organizations, including two Founding Sponsors, have stepped up to sponsor the [Council for the Model Aquatic Health Code](#) (CMAHC), furthering assurance this important non-profit will be positioned to keep the Model Aquatic Health Code (MAHC) sustainable, current, and complete. Sponsorship helps underwrite the change process, organize and convene the *Vote on the Code* Biennial Conference, oversee the MAHC research agenda, and much more.

The CMAHC is excited to welcome two new Founding Sponsors, Councilman-Hunsaker and SeaWorld Entertainment, who join with the National Swimming Pool Foundation as CMAHC benefactors through their critical investment in the future of the MAHC. "On behalf of the Councilman-Hunsaker team, I would like to express the shared commitment we have with the Council for the Model Aquatic Health Code. Having an industry wide comprehensive pool code such as the MAHC that is based upon scientific data and best practices will support our collective efforts of safeguarding the health and safety of every aquatic facility user while emphasizing the positive impacts provided through aquatic activities," stated Scott W. Hester, P.E., President, Councilman-Hunsaker. SeaWorld Entertainment Chief Park Operations Officer, Dan Brown, added, "Assuring the safety of guests in our six water parks is our highest priority and SeaWorld Entertainment, Inc. is proud to be a founding sponsor of the Council for the Model Aquatic Health Code. We have worked in close partnership with CDC for many years in the creation of this code and we view it as a great step forward in improving health and safety in all the nation's aquatic facilities."

This much-needed underwriting from three founding sponsors is augmented by six additional organizations who have made financial investments in support of the CMAHC. The CMAHC welcomes: The American Chemistry Council, Aqua-Cal, Ellis & Associates, Eco-Lab, IPSSA, and the New Mexico Department of Environmental Health. "We deeply appreciate the support of these leaders who share our vision, to reach for a higher aquatic standard," said Douglas Sackett, Executive Director of the CMAHC.

Many of the CMAHC sponsors participated in the seven-year MAHC development process where they contributed their leadership and countless hours of their expertise. "The CMAHC Board of Directors is grateful to all of the sponsors who have generously donated their money, their precious time, and their leadership. These organizations are committed to keeping swimming a healthy, safe, family and individual activity," added Sackett, who invites people to hear from these six CMAHC sponsors about why they are committed to sustaining the MAHC through the CMAHC and its partnership with the CDC.

#### Gold sponsors

"Appropriate swimming pool chemistry is a significant factor in keeping swimming healthy and enjoyable. That's why the Chlorine Chemistry Division of the American Chemistry Council and its members are proud to support CDC's efforts to develop science-based guidance on swimming pool operation and maintenance through the Model Aquatic Health Code," explained Judith D. Nordgren, Managing Director, ACC's Chlorine Chemistry Division.

"Aquacal Autopilot is a strong proponent of one single, national standard for the design, construction, and operation of public pools. The CMAHC is the right organizational platform for the development and ongoing support of one effective and sensible national standard," affirmed Dr. Bill Kent, President/Owner, Aquacal Autopilot, Team Horner Group.

"Ellis & Associates is proud to be a CMAHC sponsor. As the Leader in Aquatic Risk Management, E&A has been involved in the MAHC development since its inception and supports any mission that is closely aligned with E&A's mission of Zero Drownings and the creation of safer aquatic facilities," said Richard A. Carroll, Sr. VP/COO, Jeff Ellis & Associates, Inc.



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## Bronze Sponsors

“As a global leader in water, hygiene and energy technologies, Ecolab supports the MAHC’s efforts to provide consistent and uniform code language for all regulatory agencies. Standardizing requirements will improve conditions in commercial swimming pools and aligns with Ecolab’s corporate goals to make the world cleaner, safer and healthier – protecting people and vital resources,” stated Jim Mock, Director of Operations, Aqua Balance, EcoLab.

“The Independent Pool & Spa Association, Inc. (IPSSA) exists for the mutual professional benefit and growth of its members and for the continued improvement of the pool and spa industry. So, it was an easy decision for us to sponsor the CMAHC,” commented Bob Luedtke, IPSSA Education Committee Co-Chair.

“The New Mexico Environment Department Swimming Pool Program has been involved with the development of the MAHC from the beginning. We are in the process of adopting the Model Aquatic Health Code 1<sup>st</sup> Edition as a large part of New Mexico Swimming Pool Regulations. We support the continued development and revisions to the MAHC to make it the national standard for the aquatic industry,” said Eugene R Knight, Swimming Pool Program Manager, New Mexico Environment Department, Environmental Health Bureau.

The CMAHC is [seeking organizations and companies](#) who want to align with the CDC, one of the world’s leading health organizations, and share a mission that makes aquatics the best it can be, promoting healthy fun and exercise at safe aquatic facilities. Additional [CMAHC Founding Sponsorships](#) are available through 2015; [Hall of Fame, Platinum, Gold, Silver and Bronze sponsorship](#) opportunities are also available.

This October, CMAHC members will be voting on more than [160 proposed changes](#) to the MAHC. People are encouraged to join the CMAHC as only CMAHC members have the ability to comment and vote on proposed changes to the MAHC. The voting will take place electronically one month following the first CMAHC [Vote on the Code 2015](#) Biennial Conference. The conference is slated for October 6-7, 2015, at the Scottsdale Plaza Resort, Scottsdale, Ariz., just prior to the 12<sup>th</sup> [World Aquatic Health Conference](#) at the same location. [Register for the Vote on the Code 2015 Conference now to attend in-person or by Live Streaming](#). You don’t have to be a CMAHC member to attend but join the CMAHC so you can post comments and vote on the proposed changes.

## About The CMAHC

The CMAHC is a conduit for CDC to receive data-driven, science-based MAHC update advice from public health and aquatic industry experts committed to healthy and safe swimming by keeping the MAHC current, sustainable, and easily understood and implemented. The CMAHC is unique in that no other organization exists exclusively to advocate, evolve, innovate, promote implementation, and organize research in support of the Model Aquatic Health Code.

Unlike legislation, the MAHC is voluntarily adopted, wholly or in part, and driven by volunteer expertise. It is free, accessible to all, and backed by the Centers for Disease Control and Prevention (CDC). It took over 150 volunteer experts seven years to develop the Model Aquatic Health Code. The MAHC was released in the summer of 2014. The MAHC guides aquatic facility, design, construction, operation, maintenance, policies and management of public aquatic facilities. The CMAHC is member driven and sponsor supported. Become a Member. Become a Sponsor. Make aquatics the best it can be! [cmahc.org](http://cmahc.org)