

**NEWS RELEASE**

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Township recognized for Best of Aquatics

THE WOODLANDS, TEXAS (November 27, 2023) – The Woodlands Township Aquatics Division recently earned recognition from *Aquatics International* in the Best of Aquatics category for their innovative and creative methods in attracting visitors to all 14 facilities. Noteworthy marketing initiatives include the High Seas Adventure Program, Pop at the Pool, crafted photo frame signs for programs and informative aquatics newsletters.

The introduction of the High Seas Adventure Program encouraged and motivated residents to explore all the Township pools, not just the one closest to their homes. To further incentivize pool visits, participants who visited at least seven facilities earned a T-shirt, while those who experienced all 14 pool locations received an exclusive T-shirt and were entered to win a season pass for the entire family. A total of 330 participants engaged in the program.

Another highlighted innovative strategy was the flash event - Pop at the Pool, which featured an inflatable obstacle course and complimentary popsicles. During the summer, events were held about once a week for two hours, each at a different facility, boosting attendance at non-peak times.

Aquatics International's annual Best of Aquatics recognizes aquatics facilities worldwide for various categories including training, lifeguard management and operations. The magazine was founded in 1989, and “is the only publication devoted exclusively to the commercial and public swimming pool industries.” To view the published article in *Aquatics International*, please visit <https://www.aquaticsintl.com/awards/texas-woodlands-township-named-in-2023-best-of-aquatics>.

The Woodlands Township is a special purpose district, providing fire protection, environmental services, parks and recreation, economic development, enhanced law enforcement services and more to over 120,000 residents and 2,000 businesses. Located 27 miles north of Houston, Texas, The Woodlands Township is committed to supporting the highest quality of life for its residents, businesses and visitors. Please visit www.thewoodlandstowship-tx.gov to learn more.



For more information about programs offered by The Woodlands Township Parks and Recreation Department, please call 281-210-3800 or visit the Township website at www.thewoodlandstownship-tx.gov/parksandrecreation. For more information about The Woodlands Township pools, please visit www.thewoodlandstownship-tx.gov/pools.