



FOR IMMEDIATE RELEASE
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S.R.Smith Launches ADA Pool Accessibility Website

PoolLifts.Com to Offer Expert Insights on New ADA Pool Requirements

Canby, Ore. – “Accessible means of entry for pools” is the directive issued in the newly revised Americans with Disabilities Act (ADA). This new legislation was initially passed on July 23, 2010 and became law on September 15, 2010 after being published in the Federal Register. This new legislation requires commercial swimming pools to institute approved means of access for their pools on or before March 15, 2012.

Poollifts.Com is an informational website dedicated to helping the swimming pool industry understand and meet the new ADA Pool Accessibility requirements.

“PoolLifts.Com is focused on providing the most relevant information and insights on swimming pool accessibility” stated Brett Fritts, Vice President of Marketing for S.R. Smith. “The site is built around informative white papers, an automated specification tool, helpful videos and the latest ADA accessibility news.”

S.R.Smith entered the swimming pool accessibility market via its acquisition of RehaMed International in 2009. Since that time, S.R.Smith has actively expanded the availability of the industry’s leading line of powered, portable and removable lifts.

Poollifts.Com came about due to the fact that Pool Lifts are considered a *Primary Means of Access* by the ADA.

For more information, please call (503) 266-2231 or visit www.poollifts.com

About S.R. Smith

S.R. Smith is the world leader in swimming pool deck equipment. Founded in 1932 and headquartered in Canby, Ore., with additional manufacturing in Portland, Tenn. S.R.Smith manufactures a wide array of poolside products that are sold through a network of channel partners worldwide into the swimming pool construction; service and remodel industries. For more information, visit www.srsmith.com or call (800) 824-4387.

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