



PRESS RELEASE

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FOR IMMEDIATE RELEASE

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Fife Aquatics Center Swim Shop Ribbon Cutting

Fife, WA –The City of Fife Aquatic Center is kicking off its new Fife Swim Shop with a Ribbon Cutting Ceremony at 4:30 p.m. on October 11. Fife City Council and Fife Chamber of Commerce will snip the ribbon and officially open the new shop, followed by light refreshments and browsing the racks.

The Fife Swim Shop hopes to hit a real need with south sound swimmers. Fife Aquatics Director Megan Jendrick said that with the recent closures of other local shops, they have a large market to fill. The Swim Shop had a soft opening in August and carries competitive swim gear as well as fashion swimwear. This includes retail such as bikinis, tankinies, board shorts, rash guards, goggles, swim caps and more. Sizes available start as low as toddler 2T up to adult sizing.

“We’ve been open a little over a month, and already exceeded our sales expectations,” Jendrick said. “We are year-round swimmers at the Aquatics Center, so we hope this new shop will fill our swimmers year-round retail needs.”

The Swim Shop will also carry packaged ice-cream bars in the pool lobby as a hard-earned treat for swimmers. These are the latest changes in a long line of improvements that Jendrick has made since taking over the Director position earlier this year. Other improvements included extended hours, new marketing materials, new events and accepting the Silver Sneakers program.

Event information: Tuesday, October 11 @ 4:30 p.m.
 Fife Aquatic Center (5140 20th Street East)
 Swim Shop Ribbon Cutting

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