



COMPREHENSIVE AQUATIC RISK MANAGEMENT

JEFF ELLIS & ASSOCIATES, INC.

Contact:

Jeff Ellis & Associates, Inc.
RAC Carroll Sr. VP/COO
508 Goldenmoss Loop
Ocoee, FL 34761
800-742-8720
<http://www.jellis.com>
richard.carroll@jellis.com

FOR IMMEDIATE RELEASE



ELLIS & ASSOCIATES COMPREHENSIVE AQUATIC RISK MANAGEMENT PROGRAM AND MANDATORY AUDIT WORK TO MAINTAIN DROWNING-FREE FACILITIES

OCOEE, FL - Jeff Ellis & Associates, International Aquatic Safety & Risk Management Consultants, provides its client facilities with the revolutionary Ellis & Associates Comprehensive Aquatic Risk Management Program which implements proactive standards, policies, and procedures to help maintain drowning-free aquatic facilities. Working in tandem with the comprehensive program is an accountability-based audit program that identifies potential risk exposures and provides recommendations, remediation, and/or consultation to eliminate or reduce identified exposures. *The phenomenal success of this proactive cycle of preparedness, training, and accountability is evidenced by E&A clients' unmatched safety record.* No other lifeguard agency provides client facilities with this level of preparedness and accountability.

Lifejacket availability mandated at all E&A client facilities

“Safety and risk-management are our client’s highest priorities,” notes Ellis & Associates’ Sr. VP and COO Richard Carroll. “Our E&A Comprehensive Aquatic Risk Management Program and acknowledged position as the industry leader in aquatic safety provide the highest level of support, training and accountability sought by our client facilities. The E&A Comprehensive Program is the only mandatory program to require availability of lifejackets at all E&A Client Facilities.” While implementation of policies and procedures regarding jacket use may vary between facilities, E&A clients lead the industry in making lifejackets available to all guests at all their facilities.”

E&A Clients Go Above and Beyond

Explains Carroll, “going above and beyond even our high level of standards and policies is typical for E&A client facilities. Many of our clients exceed even our strictly mandated policies and procedures -- the toughest in the industry.” It’s a philosophy E&A encourages and cultivates. Adds Carroll, “the bottom line is safety. “



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Examples of exceeding even E&A's strict safety policies are evidenced in the water park industry. Several E&A water park clients recently voluntarily implemented mandatory new lifejacket requirements at wave pools. Children under 48" are now required to wear lifejackets, and recommendations for lifejackets are extended to non-swimmers and beginner swimmers 48" and taller. Parental supervision of all children at all times is strongly recommended.

This follows the precedent set by Jeff Ellis Management which for the last five years has required lifejackets be provided to all JEM property guests under 48" tall. Additionally, JEM policy requires a child either be within arm's reach of a parent or be wearing a lifejacket at all times.

About Ellis & Associates

Ellis & Associates is the unrivaled leader in aquatic safety with its comprehensive aquatic risk management program, including in-house lifeguard instructor training, CPR, First Aid, Emergency Oxygen, and AED training to client facilities. Its unique on-site Aquatic Facility Operational Auditing provides on-going assessment of client facilities and personnel and mandates mandatory lifeguard re-testing and re-licensing every year. In the last five years, E&A client facilities have hosted 400 to 500 million swimmers. A proven pioneer in water safety, E&A was the first to mandate use of the rescue tube and eliminate body contact rescues; develop, implement, and mandate emergency oxygen and automated external defibrillators standards for delivery; develop a lifeguard training program specifically for waterparks; and offer a shallow water lifeguard training program for pools, resorts and waterparks.

Jeff Ellis & Associates, Inc. (E&A) is dedicated to the elimination of catastrophic and drowning accidents by developing and applying state-of-the-art technological solutions for aquatic safety and risk management problems.

E&A passionately strives to position itself as the most respected and unquestioned leader for international aquatic safety and risk management services.