



## PRESS RELEASE

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### **Aqua-Tots Signs Franchise Agreement to Bring High-Quality Swim Lessons to Children in Baja California**

*World's largest swim school franchise executes area development agreement to open first Tijuana facility in fall 2022*

TIJUANA, Mexico (Oct. 5, 2021) – [Aqua-Tots Swim Schools](#) is preparing to teach children in Baja California the skills they need to become safe and confident swimmers for life!

Aqua-Tots CEO Craig Wright announced today that the world's largest swim school franchise signed an area development agreement with Franchisees Arath Herrera and Adriana Luna to introduce its year-round, indoor swim instruction to families in Tijuana, Mexico. When the new facility opens in fall 2022, it will join Aqua-Tots' Mexico location in Victoria.

“We’re proud to welcome Arath and Adriana to the Aqua-Tots franchise family as they help us bring our growing brand to another part of the world,” Wright said. “We’re excited to continue expanding throughout Mexico, and we feel certain they’ll be integral partners as we build children’s confidence in the water through Aqua-Tots’ proven swim program.”

A seasoned business operator, Herrera owns a successful trucking company in San Diego and plans to apply his entrepreneurial experience to his and Luna’s next venture with Aqua-Tots. The couple currently lives in Tijuana with their 3-year-old son.

“We’re thrilled to bring quality swim lessons to a market in need of Aqua-Tots’ life-saving services,” Herrera said. “Our son loves to swim, and we hope to inspire a passion for swimming with more children in Tijuana. With an extensive curriculum for children of varying ages and abilities, Aqua-Tots is undoubtedly going to make a difference in our community as we provide a lifetime of safe water adventures to families.”

The Aqua-Tots swim journey is comprised of eight levels of comprehensive curriculum that is tried, true and trusted all over the world. Each level is designed to build upon the next, taking children on a journey toward becoming a safe and confident swimmer for life. Children can participate in small class sizes ranging from group to private lessons to help ensure a safe environment to learn to swim. For more information about Aqua-Tots, visit [aqua-tots.com](http://aqua-tots.com).

#### **About Aqua-Tots Swim Schools**

Aqua-Tots Swim Schools serves over 120 communities worldwide, offering dedicated, year-round, indoor swim instruction, community outreach and drowning prevention education to children of all abilities from four months to 12 years old. As the world’s largest swim school franchise, Aqua-Tots’ hand-selected instructors are passionate about teaching children how to

remain safer in and around the water. The company uses tried and true curriculum, more than 30 years in the making and trusted worldwide to teach 4 million swim lessons annually. To learn more, visit [aqua-tots.com](http://aqua-tots.com) or follow Aqua-Tots on [Facebook](#) and [Instagram](#).

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