



Fact Sheet

SwimLabs Littleton

The SwimLabs mission is to combine state-of-the-art technology, world-class instructors, exceptional facilities, and a never-ending passion for swimming to offer the fastest and surest way for swimmers of all levels to learn, improve and achieve their highest goals. SwimLabs unique training facilities integrate technology and individualized instruction to teach swimmers of all ages – beginners to competitive athletes – the absolute best techniques for water safety and swimming success. SwimLabs highly-effective swim school combines indoor, warm-water pools, highly-trained instructors and the same training video-feedback technology used by Olympians to help swimmers be safer, compete smarter, feel confident and enjoy a lifelong love of the sport.

How SwimLabs is Different:

- We have small, indoor pools with warm water.
- We strategically position multiple in-pool cameras and pool-length mirrors to capture a 360-degree view of the swimmer's stroke.
- We provide instant feedback to swimmers of all ages through video-analysis software and large screen monitors on how they can adjust their stroke to be more efficient, safer and faster.
- We offer a unique video library of elite swimmers to show our swimmers their strokes side-by-side with the best in the world.
- Our unique learning techniques move swimmers of all levels towards efficient and powerful swimming by focusing on key stroke components and trusted water safety practices.



Areas of Specialty:

- **Kids Lessons:** Kids learn best by seeing, so innovative technology including instant video feedback and mirrors on the bottom of the pool help even the youngest new swimmers learn the correct technique, apply what they learn instantly, and quickly gain the skills they need to be water safe.
- **Competitive Training:** SwimLabs unique and innovative facilities are dedicated to using the same techniques and technologies used by Olympic swimmers to improve times and gain a competitive edge. Competitive swimmers receive customized attention and highly individualized training to hone their technique and perfect their stroke.
- **Triathlete Training:** Triathletes receive a personalized, high-tech way to improve technique and gain speed and confidence whether they are a novice or an Ironman athlete.

Notable Ambassadors:

- Colorado's own five-time U.S. Olympic gold medalist and world record-holder **Missy Franklin**
- Elite U.S. Olympic swimmers **Kara Lynn Joyce**, **Chloe Sutton** and U.S. Olympic triathlete medalist **Susan Williams**

SwimLabs Littleton Facts:

Open Date: July 2017

Address: 8500 W. Crestline Ave., Unit I
Littleton, Colorado 80123

Phone: 720-699-0001

Web: <http://swimlabs.com/littleton>

Email: littletoninfo@swimlabs.com

Owners: SwimLabs Littleton is owned by **Tom and Heather Haugen** and **Stacey Alexander**, all Colorado natives who have young children who learned to swim at SwimLabs. They were so impressed with SwimLabs for their kids, they decided to open a franchise in Littleton. Collectively, this team is committed to building a business by investing in great people and providing exceptional service. Their experience includes:

- Ownership of several small businesses focused on education
- Serving on board positions focused on improving education from early childhood through graduate school
- Developing programs within every business to give back to the community
- A passion for developing people and serving clients

Leaders: Our leadership is committed to creating an exceptional experience and giving back to the Littleton community.

Operations Director Abby Brogan began swimming at only six years old, and has been passionate about it ever since. Brogan brings 12 years of experience in early childhood education to SwimLabs Littleton, and is excited to combine her love of swimming and education.

Aquatics Director Matt Nadel grew up in Centennial and has been swimming since he was eight years old. Nadel swam for various club teams in Colorado growing up, was captain of the Arapahoe High School boys swim team, and received All-American accolades as captain of the Colorado College swim team. Nadel loves to work with elite triathletes as well as kids just learning to swim.

Colorado Locations:

- [Boulder](#)
- [Denver](#)
- [Fort Collins](#)
- [Littleton](#)

Streamline Brands:

Streamline Brands, the fastest growing franchisor of swim schools in the world including SafeSplash and Swimtastic swim schools, acquired SwimLabs & Rehab Inc., franchisor of SwimLabs® Swim Schools in March 2017. SwimLabs operates 10 swim schools in six states and internationally in Istanbul, Turkey. Streamline is the franchisor of the largest swim school network in North America, with 167 locations in 17 states and Mexico. More than 20 additional locations are expected to open by the end of 2018. Streamline estimates giving more than 7 million swim lessons since its founding!

