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**October 18, 2017**

**FOR IMMEDIATE RELEASE**

**Easling Pool Community Campaign Fundraising Hits a Benchmark;  
Dance-off Charity Event this Week**

**Traverse City** – Funds raised by the Friends of Easling Pool to refurbish Easling Pool at the Civic Center recently surpassed one quarter of the \$625,000 total amount needed to make improvements. “This is a milestone and very encouraging,” said Friends of Easling Pool President Bridget Thuente, “especially since we just kicked off the public phase of the fundraising campaign two months ago!”

According to Thuente, some of the funds include two generous grants from the Grand Traverse Regional Community Foundation, and a large private donation from campaign co-chair Marty Easling. “Support for this project is far-reaching,” said Thuente. “We’ve had about 150 contributions from individuals and businesses so far.”

Thuente said that dancers Norm Lee and Sharon Pascoe have been practicing several hours a week to prepare for the SwingShift and the Stars event, which begins at 7 p.m. at the City Opera House on Friday, October 20. Although the event is nearly sold out, individuals may vote for the pool project and for Lee prior to the event by making a donation on line at <http://www.easlingpool.com/>. Thuente explained that a one-dollar (\$1) donation equals one vote, with the goal to raise \$45,000 toward pool renovations. “We only have a few days left to reach our goal, so we hope everyone will vote.” All donations are 100 percent tax deductible and will be used solely for pool renovations.

For more information about SwingShift and the Stars, visit <http://highimpactnow.com/traverse-bay-area/participants/> on line. For more information about the Easling Pool Community Campaign, visit <http://www.easlingpool.com/> on line.

The mission of the Easling Pool Community Campaign is “to renovate this well-loved and well-used facility so that citizens of all ages will be assured access to swim lessons, water fitness programs, lap swimming and family recreation in an up-to-date and fully-renovated facility.”

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