



News Release

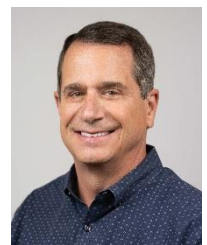
“Swim With Purpose” Charitable Fund Endorsed by Michael Phelps; Summer Kickoff Party on July 6

Nearly 20 Percent of \$1M Fundraising Goal Achieved To Restore KSU Swimming Pool for Students and Community

Lexington, KY — June 29, 2023 — [Swim With Purpose](#), a charitable fund created in 2023 to support the renovation of the indoor pool facility at [Kentucky State University](#) (KSU) for students and YMCA members in the local area, has officially been endorsed by Olympic gold-medalist and swimming legend Michael Phelps and the [Michael Phelps Foundation](#).

In celebration of this special endorsement, Swim With Purpose will host a Summer Kickoff Party on July 6 at the [Juniper Hills Aquatic Center](#) from 7:00 p.m. to 9:00 p.m. where a Michael Phelps autographed and framed swim cap will be raffled. Party-goers can also enter to win a Peerless 55-inch outdoor TV (a \$2,299 value) as well as other prizes.

Founded by newly retired AV industry executive and avid swimmer/swim coach, [Sam Taylor](#), Swim With Purpose was created to support the re-establishment of the indoor pool facility at the KSU [William Exum Center](#) for the students, faculty and community to utilize for healthy lifestyle and therapy. Programs will be developed by KSU and the Frankfort YMCA to create a safe and teachable atmosphere for children, college students and adults. The fund will also be used for ongoing maintenance and programs that serve the community.



“I, Michael Phelps, support Swim With Purpose’s mission and their efforts to renovate and reopen the aquatic center at KSU, an HBCU,” said Phelps. “It’s wonderful to see people and organizations coming together to make a difference in underserved communities. I hope that Swim With Purpose is able to reach its fundraising goal and that the renovated aquatic center can make a positive impact on the lives of those who benefit from it.”

According to Swim With Purpose founder Sam Taylor, “Much like the Michael Phelps Foundation, Swim With Purpose is also working towards increasing access to swimming lessons and aquatic programs. It’s

great to see that there are multiple organizations out there working towards this important goal. By offering access to swimming lessons, we can help promote water safety and confidence in the water, which can ultimately save lives.”

Taylor added that Swim With Purpose has achieved nearly 20 percent of it's \$1M fundraising goal. “We are also in need of AV equipment that can be used in and around the swim area in the William Exum Center, as well as auctioned as part of additional fundraising efforts.” To donate equipment, please email info@swimwithpurpose.org.

Summer Kickoff Pool Party

On July 6, 2023, Swim with Purpose is hosting a Summer Kickoff Pool Party from 7:00 p.m. – 9:00 p.m. at the Juniper Hills Aquatic Center for swimming, raffles, food and fun. The event is designed to raise funds to support the reopening of KSU's indoor pool facility. Raffle prizes include:

- **Peerless 55-inch outdoor TV (a \$2,299 value)**
- **Michael Phelps Autographed and Framed Swim Cap**

Donations of \$75 receive a Swim With Purpose t-shirt and donations of \$50 receive a Swim With Purpose swim cap.

About Swim With Purpose

Swim with Purpose is a charitable fund held by the [Blue Grass Community Foundation](#). Founded by former AV industry executive and avid swimmer/swim coach, [Sam Taylor](#), Swim With Purpose was created to support the re-establishment of the indoor pool facility at the Exum Center for the students, faculty and community to utilize for healthy lifestyle and therapy. Programs will be developed by the University and the Frankfort YMCA to break generational stigmas and create a safe and teachable atmosphere for children, college students and adults. The fund will also be used for ongoing maintenance and programs that serve the community. For more information or to make a donation, go to www.swimwithpurpose.org.

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Media Contact:

Traci Schaefer
TLS Communications, Inc.
630-269-4567
tschaefer@tlscommunications.com