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News Release

Swim With Purpose Gives Thanks to Corporate Sponsors; Matches All New Donations Up to \$100K Through Dec. 31, 2023

***Existing Corporate Sponsors Include Sharp/NEC, Exertis Almo and Absen;
Donation Match Begins Nov. 28/Giving Tuesday***

Frankfort, KY — November 28, 2023 — On this national day of giving (#GivingTuesday) and in its quest to raise \$1M to restore and renovate the indoor pool facility at [Kentucky State University \(KSU\)](#), charitable fundraiser [Swim With Purpose \(SWP\)](#), is giving thanks to its existing corporate sponsors, [Sharp/NEC](#), [Exertis Almo](#) and [Absen](#). As part of this movement, SWP is [matching all new donations up to \\$100K from Nov. 28 - Dec. 31, 2023](#). All donations will be applied to the goal of raising \$1M and bringing the Frankfort community closer to opening the new [William Exum Center](#) for the students, faculty and staff of KSU; the community; and YMCA members in the local area.

To subscribe to the SWP monthly newsletter, [click here](#) and scroll to the bottom of the page.

[Giving Tuesday](#) is a global movement that aims to encourage people to spread generosity through philanthropy. Giving Tuesday takes place every year on the Tuesday following Thanksgiving and Cyber Monday. Many organizations, companies, non-profits and individuals donate money to participate in this recognized day. Ultimately, the day serves as a reminder for people to give back in whatever amount, form, or act of kindness they can.

“To date, we have achieved approximately 25 percent of our goal towards the re-establishment of the indoor pool facility KSU for the Frankfort community to utilize for a healthy lifestyle and therapy,” according to Chairman and Co-Founder of Swim With Purpose, Sam Taylor. “We are grateful for our corporate sponsors, Sharp/NEC, Exertis Almo and Absen. Because of their generosity, we are moving the dial and getting closer to our \$1M funding target.” He continued, “Thanks to this existing support and

in conjunction with Giving Tuesday, we are proud to match 100 percent of all donations from now through the end of the year.”

“Giving back has always been an important part of Almo’s corporate culture,” said President and CEO of Almo Corporation, Warren Chaiken. “Sam Taylor is not only doing this currently through his mission at Swim With Purpose, but he also has done so throughout his career in the AV industry. We look forward to seeing the restored KSU aquatic center and know that it will definitely have a positive impact on the Frankfort community.”

“I have had a longstanding business relationship with Sam but he’s much more than just a business connection -- he’s been a mentor and guide and I have a great deal of trust in him,” explained James Liu, President, Absen, Inc. “When Sam reached out and explained his plans with Swim With Purpose, it deeply touched me. As a company, Absen is dedicated to contributing to the community and public welfare so we are proud to donate to Swim with Purpose.”

To make a matchable donation to SWP, go to: <https://bgcf.givingfuel.com/-swim-with-purpose>.

About Swim With Purpose

Swim with Purpose is a charitable fund held by the [Blue Grass Community Foundation](#). Founded by AV industry executive and avid swimmer/swim coach, [Sam Taylor](#), and officially endorsed by Olympic gold-medalist and swimming legend Michael Phelps and the [Michael Phelps Foundation](#), 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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