

# Town of West Hartford

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50 South Main Street  
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FOR IMMEDIATE RELEASE

## **CORNERSTONE AQUATICS CENTER MANAGEMENT TO CHANGE HealthFitness, Inc. Assumes Operations on July 1**

WEST HARTFORD, CONN.(June 20, 2017) – As of July 1, 2017, Cornerstone Aquatics Center will be managed by HealthFitness, a company with extensive experience in managing corporate, collegiate and community aquatics and fitness facilities. Cornerstone Aquatics Center, located at 55 Buena Vista Road, is owned by the Town of West Hartford but its management has been outsourced to a for-profit company for more than two decades. The contract with the current pool management company, Aquatics for Life (AFL), expires on June 30.

The Town conducted a thorough process to select a new contractor, and was impressed with HealthFitness' approach. "We interviewed three companies, including the current provider," said Peter Privitera, Director of Finance for the Town of West Hartford. "We believe the choice we made will result in great service and an improved financial performance," he said. The current management company had not been able to cover all of the pool's operating expenses for several years.

West Hartford Leisure Services will honor existing Cornerstone memberships, and current members are encouraged to register with the Town online, at <https://www.cornerstoneaquatics.org>, in order to verify their membership status. "We have not yet received the membership list from the current management, therefore we are asking all current members to re-register with the Town's Leisure Services department," said Helen Rubino-Turco, Director of Leisure Services and Social Services, who oversees the facility. A department staff member has been stationed in the Cornerstone lobby at various times during the next two weeks to help members re-register and to answer questions.

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HealthFitness will maintain the current pool schedule, and will offer robust aquatics and wellness programs. The company brings 40 years of experience in fitness, recreation and wellness industry to West Hartford. They operate a very successful aquatics facility at MIT in Boston, and at other sites around the country. HealthFitness plans to employ existing lifeguards and instructors whenever possible. The available jobs are posted on HealthFitness' website, <http://healthfitness.com/about-us/careers/>.

“HealthFitness is very excited to bring our services to the Cornerstone Aquatics Center,” said James Aranowski, HealthFitness' Senior Director of Program Management & Engagement. “We look forward to growing and sustaining membership, and helping individuals enhance their level of physical activity and pursue personal health and well-being goals.” Information regarding programming and services will be released in the coming weeks.

“While we appreciate all that the current provider has done over the years, we have to be fiscally prudent to make sure that the tax payers' best interests are being met,” said Helen Rubino-Turco, Director of Leisure Services and Social Services, who oversees the facility. “We're looking at a new approach, which includes wellness and fitness programs while maintaining existing services, to see if we can cover all operational expenses,” she said.

Although memberships will be honored, anyone who has signed up for programs or swim lessons with AFL that extend beyond June 30 are advised to contact AFL for reimbursement.

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