



## News Release

### Swim With Purpose Celebrates One-Year Anniversary; Receives Substantial Donation Through Corporate Sponsor Promotion

***Peerless-AV Pledges a Swim With Purpose Donation of \$100 for Every 75" Neptune™ Partial Sun Outdoor Smart TV Sold Up to \$25k***

Frankfort, KY — April 17, 2024 — [Swim With Purpose](#), a charitable fundraiser founded to raise \$1M to support the restoration of the indoor aquatic facility at [Kentucky State University's \(KSU\) William Exum Center](#), is celebrating a full year since receiving its first donation on the [Bluegrass platform](#).



As part of this anniversary celebration, corporate sponsor and AV technology pioneer [Peerless-AV](#) is pledging a Swim With Purpose donation of **\$100 for every 75" Neptune™ Partial Sun Outdoor Smart TV sold** with a guarantee of up to \$25k.

"Thank you to the local elected officials who have supported Swim With Purpose over the last year, along with the people in the community who have made it clear that Franklin County, the city of Frankfort, and KSU absolutely need this indoor aquatic center," said Chairman and Co-Founder of Swim With Purpose Sam Taylor. "I'd also like to include a very special note of thanks to KSU President [Dr. Koffi C. Akakpo](#) for his unwavering support and to the Swim With Purpose Board of Directors for their dedication and guidance over past year."

Taylor added, "We are extremely grateful to corporate sponsor Peerless-AV for the funding through the Neptune Smart TV promotion. As we begin year two of Swim With Purpose, every dollar continues to make a difference and bring us closer to our ultimate goal of renovating the aquatic center to benefit KSU students and the Frankfort community."

“We believe in and support the Swim with Purpose mission to restore the KSU pool and know it will offer many benefits to those who are lucky enough to be able to use it,” said President of Peerless-AV John Potts. “Our longstanding Pro AV business partnership with Sam Taylor taught us that he is a man of his word and we have no doubt his determination in leading these efforts will be successful and life-changing for many.”

In January, [Swim With Purpose announced it had provided a \\$75K grant to KSU](#), which allows the necessary funding to officially start the planning, design and construction for the indoor pool.

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

To donate to Swim With Purpose, 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, go to [www.swimwithpurpose.org](http://www.swimwithpurpose.org).

### **About Peerless-AV**

For more than 80 years, passion and innovation have driven Peerless-AV forward. Peerless-AV proudly designs and manufactures the highest quality products, including outdoor displays and TVs, dvLED and LCD video wall systems, complete integrated kiosks, professional carts and stands, and more. Whether it's a full-scale global deployment or high-volume custom project, Peerless-AV develops meaningful relationships and delivers world-class service. Partners of Peerless-AV trust an award-winning team of experts who support their business every step of the way. For more information, visit [www.peerless-av.com](http://www.peerless-av.com).

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