

AQUA

The Business Magazine for Spa & Pool Professionals

Star Attraction

Black Widow lures shoppers



The Stewarts (right and left) took a break from the action with Jeanette Lee (center) and an Escalade Sports executive (back).

The proprietors of Springs Spas and Home Recreation in Colorado Springs, Colo., took full advantage of their relationship with Escalade Sports by bringing celebrity professional pool player Jeanette Lee ("The Black Widow") to their showroom for a promotional event. Escalade sponsors Lee, who is ranked No. 4 by the Women's Professional Billiards Association.

Springs Spas carries a full line of home resort products, including spas, pool tables, saunas and grills. Tammi Stuart, who along with her husband, Robert, owns Springs Spas, dubbed the event a success. "We had a crowd of over 300 people in our showroom the day of the event," she says. "We raised over \$5,000 for the American Cancer Society and received great media coverage at no cost to us. We are already talking about having her back!"