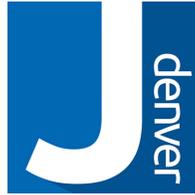


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Staenberg – Loup Jewish Community Center Reopens Fitness Center and Offers Family Pool Memberships in Time for Summer

JCC Denver hires new general manager to oversee fitness center and aquatics

DENVER, Colo., May 12, 2021 – After being closed for more than a year due to COVID-19 restrictions, the [Staenberg – Loup Jewish Community Center](#) (JCC Denver) just reopened its [fitness center](#), and, while the outdoor, year-round, heated pool has been open for lap swimmers since the fall, the JCC Denver just announced [family memberships](#) are available for the newly renovated pool for this summer. To oversee the fitness and aquatics center, the JCC Denver has hired WTS International, an organization that specializes in fitness center management. Tom LaCasse from WTS International will be the new general manager of the fitness and aquatics programs.

Over the past several months, the JCC has been updating the fitness center to freshen it up for the re-opening including painting the entire fitness center, updating cleaning procedures, and revamping its programming in conjunction with WTS. The JCC Denver has created comprehensive COVID-19 processes and protocols – which WTS International has used to re-open other JCC facilities – to ensure a safe environment for everyone. These updates freshen up the space and elevate the member experience by providing a facility that is clean, offers more reliable service and programming, and is positioned to better serve the community's fitness and gathering needs.

In early 2020, several updates were made to the outdoor pool including renovating the pool, adding several private cabanas to the pool area that can be rented out, adding a new play structure, lounge furniture, picnic tables, multiple large umbrellas to provide shade around the pool and updating the Snack Shack.

LaCasse has been in the health and fitness industry for more than 30 years. He is a graduate of Metropolitan State University Denver with a degree in Human Performance. He has held a number of positions with nonprofit organizations, government facilities, corporate operations, and high-end health clubs. LaCasse is passionate about staff training and development with experience in facility acquisition, pre-sales and grand openings. He has developed and delivered multi-day sales training and has focused on membership retention strategies across the country. He was previously the state certification director with the

American College of Sports Medicine and the National Strength and Conditioning Association.

“We can't wait for the community to join us again at the JCC to work out and swim after such a long closure,” said Tom LaCasse, general manager of fitness and aquatics at the JCC Denver. “With the upgrades we’ve made and more on the way, we are certain our members will have a great experience. We’re also excited to reopen with a renewed customer service focus.”

More updates can be expected at the fitness center in the coming months including a new virtual platform with live and pre-recorded fitness classes, personal training and wellness programs. The platform will be free of charge as part of the fitness membership. Additionally, a new mobile app is being finalized, which will allow members to easily check-in, reserve a lap lane, view group exercise schedules and reserve a class, and purchase personal training, pilates, or swim lesson sessions.

To learn more and to register for a membership, visit <https://www.jccdenver.org/join/>.

ABOUT STAENBERG – LOUP JEWISH COMMUNITY CENTER

The [Staenberg – Loup Jewish Community Center](#) (JCC Denver) serves the metro-Denver area through educational, social, cultural, fitness, sports and other programs that are rooted in Jewish values. The JCC Denver’s mission is to create a vibrant and inclusive family and social gathering place, guided by these timeless Jewish values. The JCC Denver’s four program areas focus on connection, community and well-being and include: a robust fitness, sports, tennis and aquatic center; Early Childhood Engagement, including an Early Learning School and a variety of programs for families; the Mizel Arts and Culture Center which offers Jewish Arts, Authors, Movies & Music Festival (JAAMM Fest), Denver Jewish Film Festival, and ReelAbilities Film Festival; summer camps including Ranch Camp and Camp Shai; engagement programming for teens, young adults, seniors and the LGBTQ+ community. The JCC Denver is a 501(c)(3) nonprofit organization located at 350 S. Dahlia Street in Denver. For more information, visit www.jccdenver.org, like us on [Facebook](#) and [Instagram @jccdenver](#) or call (303) 399-2660.

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