

PRESS RELEASE

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Water Babies to Hold Grand Opening Ribbon Cutting on September 28th

CEDAR RAPIDS, IA — September 16, 2026 — Water Babies, the world's leading infant and toddler swim school network, is officially making a splash in Iowa with the grand opening of its new location at the Radisson Hotel Cedar Rapids Pool. This launch marks a historic milestone for the brand as one of its first 10 franchises to open across the entire United States.

To celebrate, Water Babies is partnering with the Cedar Rapids Metro Economic Alliance to host an official Grand Opening and Ribbon-Cutting Ceremony on Monday, September 28, 2026. The ribbon cutting will take place at 4:15 p.m., followed immediately by a live infant demonstration class from 4:30 p.m. to 5:00 p.m. The event will be held at the Radisson Hotel Cedar Rapids Pool, located at 1200 Collins Road NE, Cedar Rapids, IA 52402.

While Water Babies is globally renowned for its specialized infant and toddler curriculum, the Cedar Rapids expansion brings a comprehensive water safety program to local families, serving kids of all ages—from birth straight through their teenage years. According to the CDC, drowning remains a leading cause of accidental death for young children, a statistic the swim school is actively working to change by building early confidence and advanced independent swimming skills as children grow.

For Cedar Rapids franchisee Erin Chaplin, bringing the award-winning global network to Iowa is personal. *"As a mother of two boys, the driving force behind bringing this program to our area stems from a deeply personal place,"* said Erin. *"Seeing firsthand how quickly children grow—and how vital water safety is at every single stage of childhood—inspired me to ensure local families have access to this life-saving curriculum. Launching Water Babies in Cedar Rapids is a proud milestone for us. Every child deserves the opportunity to develop water confidence and safety skills from an early age, and we're thrilled to offer local families a fun, supportive environment where babies, toddlers, and kids of all ages can learn, grow and thrive."*

Media Availability: Immediately following the ribbon-cutting ceremony, Water Babies will host a live demonstration infant swim class. Media representatives are invited to attend, capture footage of the unique teaching methods, and interview the local ownership team.

Note: The pool area is very hot and humid, please dress accordingly.

About Water Babies:

Founded in the UK in 2002, Water Babies is a leading infant swim school specializing in providing swimming lessons for kids of all ages. The company, which offers lessons in over 500 swimming pools across the globe, provides a unique, fun and structured approach to teaching water safety and swimming skills to children.

For more information about Water Babies Cedar Rapids, visit waterbabiesusa.com or call (319)619-6911. Water Babies Cedar Rapids is a proud member of the Cedar Rapids Metro Economic Alliance.

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