



## **EHRENFELD COMPANIES, OWNER OF SPIRE ACADEMY, ADDS TO ITS SPORTS PORTFOLIO WITH ACQUISITION OF RALEIGH'S TRIANGLE SWIM SCHOOL**

Ehrenfeld Companies (eCos) recently acquired Triangle Swim School in Raleigh, North Carolina. Founded in 2007 by Coach Matt Harr, Triangle's two locations in Cary and North Raleigh currently service more than 880 students. The award-winning swim school focuses on building techniques with one on one and small group coaching. The school prides itself on their experienced trainers and individualized attention, including instructors who are ASL and special needs certified.

Over the past several years, eCos has built its portfolio of sports businesses including, most notably, SPIRE Academy ([www.spireinstitute.org](http://www.spireinstitute.org)) in Geneva, Ohio. Housed on approximately 1,000 acres just east of Cleveland, SPIRE has more than 750,000 square feet under roof and encompasses not only SPIRE Academy, an accredited college preparatory international boarding school and multi-sport/specialty training and development academy for 9-12 graders and a post-grad program, but also camps, leagues, and fitness and wellness programs, in addition to hosting local, national, and international tournaments and events. SPIRE Academy is a comprehensive academic, athletic, personal skills, and career development experience located within a world-class event and wellness complex. SPIRE sports include swimming, track and field, basketball, esports, drone racing, wrestling, soccer, and lacrosse.

eCos is excited to add Triangle Swim Schools to their portfolio of sports, service and real estate companies as it aligns strongly with their ethos to build strong community relationships that benefit the team members, partners and communities they're a part of. eCos is passionate about the impact sports have on youth and community. "Coach Harr has done an incredible job over the past 15 years creating a swim school that is more like a family than a business. His mission is simple, if you teach swim skills in small individually focused sessions by experienced coaches, you will be most effective," said Jonathan Ehrenfeld, CEO of eCos. "We look forward to building on Triangle's methodology and continuing to provide an exemplary program to an expanded community in the Raleigh area."

The eCos team looks forward to working with the current Triangle Swim School administration and instructors who will all remain in their current positions as the team develops strategy for growth into 2023 and beyond. Both teams are pleased to promote Kaitlyn O'Donnell into a greater leadership role given her recent successes as Aquatics Director, where she focused on recruitment and class and instructor oversight. Phran Edelman, eCos' Sports Portfolio Director, will be working closely with Kaitlyn and the Triangle Swim team, bringing over two decades of expertise in youth recreation and small company onboarding with her, along with the plethora of networking, marketing and business development resources offered under the eCos umbrella.