



The #1 Global Manufacturer of Home Resort Products

1462 E. Ninth Street · Pomona, CA 91766 · www.calspas.com · 1-(800)-CAL-SPAS

For Immediate Release

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Cal Spas Launches “Dream Backyard” Campaign

New Videos Showcase Outdoor Living Essentials and Put Luxury Lifestyle Within Reach

Cal Spas announced the launch of a new *Dream Backyard* Campaign designed to raise awareness of the affordable options available to homeowners who want a custom, designer style backyard on a budget. The campaign includes a series of videos, new photography, a PR awareness campaign, marketing materials and fixed rate financing solutions through C&S Financial.

"Homeowners are choosing to stay home more now than ever and have found that to fully enjoy their home they want to update their backyard with today's outdoor living essentials," said Casey Loyd, Cal Spas President.

"Homeowners are now becoming aware of how easy it is to make their dream backyard a reality with Cal Spas. Our new *Dream Backyard* campaign is designed to enlighten homeowners with a world of products that help them add value to their home by creating an outdoor living area for play, personal wellness and relaxation."



Cal Spas will release new photos and videos as part of the Dream Backyard Campaign on www.Calspas.com.

Cal Spas' 17-minute Home Resort Experience video titled "The Vacation of a Lifetime" launched August 14 as part of the campaign. It showcases Cal Spas outdoor living products including hot tubs, gazebos and BBQ islands. Each item showcased can often be installed in the average home in one day or less with a little planning on the part of the homeowner. As an example of the simple process, a Cal Spas hot tub installation simply requires access to the backyard, a flat piece of concrete and the proper electrical hookup. What's more, a Cal Designs gazebo or villa can typically be installed the same day around the hot tub—transforming an ordinary backyard into a *Dream Backyard*! The new videos and a link to C&S Financial are prominently featured on Cal Spas' website at www.calspas.com.

About C&S Financial

An independent organization designed to offer fair, low interest rates and direct-to-customer (or "D2C") financing to homeowners, C&S Financial was formed as an alternative to consumers who expressed a preference for fixed financing over existing credit options. To help homeowners create their own *Dream Backyard*, C&S Financial loans allow homeowners to use funds for anything they need or want, including any of Cal Spas products.



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About Cal Spas

Cal Spas® was founded in 1979 as a provider of luxury hot tubs. Today, the celebrated hot tub maker is world renowned as the #1 Global Manufacturer of Home Resort Products™. The company produces premium collections of lifestyle products from its headquarters in Pomona, Calif. and distributes worldwide through a network of specialty dealers. The Cal Spas brand family of products includes Cal Spas hot tubs and swim spas, Cal Designs gazebos, Cal Heat indoor and outdoor saunas, and Cal Flame high-end outdoor grills, outdoor kitchen islands, outdoor fireplaces and firepits. Learn about Home Resort Living and find the dealer near you online at www.calspas.com.

Note: To receive photos, press releases and other *Dream Backyard* items throughout the year, email abearden@calspas.com and include "Dream Backyard" in your subject line.