



FOR IMMEDIATE RELEASE

## **Aquassure Accessible Baths Co-Founders Venture into the Dragons' Den**

*Accessibility Products Leaders to Appear on Popular Reality Television  
Show to Pitch the Active Daily Living Spa Slide-in Tub*

KELOWNA – Aquassure Accessible Baths, a leading designer of accessible bath products for seniors and disabled persons, announced today that its founders, Matthew Longman and Shari McDowell, will appear on the hit reality television show Dragons' Den." The show gives entrepreneurs a chance to pitch their business to five business moguls with the capital and expertise to grow startups into successful enterprises.

Longman and McDowell will pitch their company and their ADL Spa Slide-in Tub. The show will air on February 10 at 8:00 p.m. on CBC Television and online at [cbc.ca/dragonsden](http://cbc.ca/dragonsden).

"We're thrilled to have the opportunity to share our product with the show's panel of experts and nearly one million Canadian viewers," said Longman, CEO, and Certified Aging in Place Specialist, with over 20 years of healthcare industry experience. "The ageing population has created a significant need for innovative lifestyle products that give individuals greater control over their independence and quality of life. We hope to drive awareness of this growing need, and the solutions that we've developed."

Since the launch of Aquassure in 2007, Longman has been a pioneer in the development of accessibility products, designing and enhancing the slide-in bathtub for wheelchair and lift accessibility. The ADL Spa Slide-in Tub is currently the company's signature product, and features the comfort of laying back and soaking in traditional tub that is elevated, more safety features than a walk-in tub and a designer aesthetic. The company also offers a full line of barrier-free, roll-in showers, walk-in tubs, and bath and safety accessories.

In 2011, Aquassure licensed production of the ADL Spa Slide-in Tub to Best Bath Systems of Boise, Idaho. The company is currently in the process of licensing its

sliding door technology and the Aquassure slide-in bathtub to a second manufacturer in the U.S.

“We’re poised for tremendous growth,” said Shari McDowell, chief financial officer. “Our goal is to become the North American leader in universal-design bathtub and shower products that fit every individual and family’s unique situation, with contemporary styling.”

The Aquassure Accessible Baths showroom is located at 1048 Richter Street in Kelowna, British Columbia. For more information about the company, visit [www.aquassure.com](http://www.aquassure.com).

###

**Media Contact:**

Matthew Longman

Shari McDowell

Aquassure Accessible Baths

866-404-8827

[info@aquassure.com](mailto:info@aquassure.com)

Photos available by request.