

Media release

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PEGASUS TOWN SWIMMING BAY TO BE A SOUTH ISLAND FIRST

The perennial problem of the Canterbury summer – the very cold water to be found at all the region's beaches – is about to find a novel solution.

Residents and visitors of Pegasus – New Zealand's newest town on the North Canterbury coast – will soon be able to enjoy an aquatic experience like no other, with construction of a temperature-controlled, wave effect swimming bay in the town's feature lake. Plans for the new swimming bay – the first of its kind in the South Island – have just been released by the town's designers.

The 14-hectare fresh water lake, currently under construction, will be a landmark feature of Pegasus. Set at the heart of the town, the lake will extend over 4km of shoreline. As well as 11 sandy or pebble beaches, the lake will also include the self-contained swimming bay, separated from the rest of the lake by an 'infinity wall' and specially heated and filtered.

Sheltered by the lake's feature island, with a white sand beach, shallow water and a dedicated lifeguard station, the swimming bay will provide the ideal environment for those seeking safe, temperate waters and days of fun-filled leisure.

The swimming bay is being designed from similar models found overseas, which are tourism drawcards the world over, says Infinity Investment Group chief executive, Bob Robertson.

"Outdoor heated beach pools have proven extremely popular overseas, so the swimming bay is likely to be a major tourist attraction, not to mention a fantastic amenity for the five thousand people Pegasus will eventually be home to," says Bob Robertson.

"The swimming bay will be a great asset to the town, and the wider Christchurch region."

The swimming bay will have a very gentle, artificial wave effect to give character to the bay, and the water will receive additional filtering. It will be constantly heated to around 20 degrees through special heat exchange and solar powered systems, and contain steps up to the lake-edge hot pools. Blue spotlights will also be installed around its perimeter for evening enhancement.

"Cool water temperatures and the easterly wind often deter many beach-goers in Canterbury, so our swimming bay has been designed to counter those factors," Mr Robertson says. "At

Pegasus, you'll be able to lie on a beautifully sheltered beach, with imported white sand from Oamaru, and swim in warm, pristine water."

Located adjacent to the town's waterfront and entertainment precinct – which offers an eclectic mix of restaurants, bars and cafés – the Pegasus swimming beach will cost an estimated \$6 million to complete, and will complement the \$14m feature lake providing a wide range of recreational activities, from sailing and windsurfing to diving around a sunken ship.

The lake's development is expected to be completed by the end of 2008, and the swimming bay is scheduled to open during 2009.

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