

# Fact Sheet

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## Quick Facts

### WHAT:

2006 ConocoPhillips USA  
Swimming National Championships

### WHEN:

August 1-5  
Prelims: 9 a.m. (PST)  
Finals: 5:30 p.m. (PST)

### WHERE:

William Woollett Jr. Aquatic Center  
Irvine, Calif.

### FORMAT:

50 meters (Olympic distance)

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### TICKETS:

Order tickets by clicking the "Tickets" link  
at [www.usaswimming.org/nationals](http://www.usaswimming.org/nationals).

**Full-session passes:** \$55 for adults, \$45  
for seniors / students

**Full-day passes:** \$15 for adults, \$10 for  
seniors / students

**Single-session passes:** \$10 for adults,  
\$5 for seniors / students

## Schedule

Prelims at 9 a.m., Finals at 5:30 p.m.

### Aug. 1 Day 1

(W) 100 Butterfly  
(M) 400 Freestyle  
(W) 200 Individual Medley  
(M) 100 Breaststroke  
(W) 400 Freestyle  
(M) 400 Individual Medley  
(M) 4x100 Freestyle Relay

### Aug. 2 Day 2

(W) 100 Backstroke  
(M) 200 Freestyle  
(M) 100 Backstroke  
(W) 200 Freestyle  
(M) 200 Butterfly  
(W) 4x100 Freestyle Relay

### Aug. 3 Day 3

(W) 100 Breaststroke  
(M) 100 Butterfly  
(W) 50 Freestyle  
(M) 50 Freestyle  
(W) 400 Individual Medley  
(W) 4x200 Freestyle Relay

### Aug. 4 Day 4

(M) 100 Freestyle  
(W) 200 Butterfly  
(M) 200 Individual Medley  
(W) 200 Backstroke  
(W) 800 Freestyle (heats)  
(M) 1500 Freestyle (heats)  
(M) 4 x 200 Free Relay

### Aug. 5 Day 5

(W) 800 Freestyle (final)  
(W) 100 Freestyle  
(M) 200 Backstroke  
(W) 200 Breaststroke  
(M) 200 Breaststroke  
(M) 1500 Freestyle (final)  
(W) 4 x 100 Medley Relay  
(M) 4 x 100 Medley Relay

## Event Info

### SELECTION FOR INTERNATIONAL TEAMS

The most talented swimmers in the U.S. will be vying for spots on five international teams, including:  
2006 Mutual of Omaha Pan Pacific Championships (Aug. 17-21, Victoria, British Columbia)  
2007 FINA World Championships (March 25-April 1, Melbourne, Australia)  
2007 Mutual of Omaha Duel in the Pool (April 3, Sydney, Australia)  
2007 World University Games (Aug. 8-13, Bangkok, Thailand)  
2007 Pan American Games (July 14-21, Rio de Janeiro, Brazil)  
\* Note: only the Pan Pacs team will be announced in Irvine.

### NEW MEDIA

This year's event takes a twist with the launch of the "Any Way You Want It" new media program. For the first time ever, swim fans will be able to access meet action and results through their television, mobile phones, internet or iPods. WCSN will provide satellite footage for use by news outlets. See page 2 for more details.

### MEDIA DAY

USA Swimming will hold a Media Day on Monday, July 31, from 10 a.m.-12:30 p.m. at the Woollett Aquatic Center. Selected athletes will be available for interviews, and journalists will also have the opportunity to film training sessions at the pool.

Additionally, media are invited to stay for a special luncheon with Mark Schubert, USA Swimming's newly-appointed head coach and general manager, and Lindsay (Benko) Mintenko, two-time Olympian and the new USA Swimming National Team managing director.

### THE FIRST PITCH

Natalie Coughlin will throw out the ceremonial first pitch at the Dodgers vs. Nationals game on July 29 at 1:10 p.m. Kaitlin Sandeno will throw out the first pitch at the A's at Anaheim game on July 31 at 7 p.m.

### AUTOGRAPHS

Throughout the meet, Olympic medalists will be signing autographs prior to the start of each finals session in the Aqua Zone fan experience area at Woollett Aquatic Center. The schedule is as follows:

Aug. 1: Tara Kirk, 2004 Olympic silver medalist and Palo Alto resident

Aug. 2: Brendan Hansen, 2004 Olympic gold medalist

Aug. 4: Maritza Correia, 2004 Olympic silver medalist

Aug. 5: Jason Lezak, Two-time Olympic gold medalist and Irvine native

### NIGHTLY PROMOTIONS

Aug. 1: USA Swimming Poster Night (*Nationals Poster*)

Aug. 2: Speedo Night (*Speedo Poster*)

Aug. 3: Mutual of Omaha Night (*Live, Breathe, Swim Books*)

Aug. 4: Toyota Night (*Toyota Bottle of Water*)

Aug. 5: USA Swimming Water Bottle Night (*Blue USAS Water Bottle*)

# New Media Facts

## USA SWIMMING TAKES NON-TRADITIONAL APPROACH TO 2006 NATIONAL CHAMPIONSHIPS

*Olympic Sport Harnesses Niche Media, Seeks Increased Exposure*

COLORADO SPRINGS, Colo. - In an effort to provide its fans with coverage of the U.S. Swim Team leading up to the 2008 Olympic Games, USA Swimming has embraced "new media" as a route to a new and larger audience.

The organization will offer live footage via the web; results, trivia and breaking news alerts via cellular technology; and, "behind the scenes" podcasts to its fans worldwide. The new program, dubbed "Any Way You Want It," will launch with the 2006 ConocoPhillips USA Swimming National Championships (Aug. 1-5, Irvine, Calif.).

"As an Olympic sport, we realize how competitive today's broadcast market is," said **Chuck Wielgus**, USA Swimming's executive director. "The competition for TV time, combined with today's increasingly mobile culture, convinced us to adapt our content to fit people's schedules and lifestyles. By offering Nationals 'any way you want it,' we are not only accommodating our busy fans, we are also bringing our sport to a new audience."

USA Swimming will offer coverage of the National Championships through three non-traditional sources, made possible through its partnerships with Speedo, the world's top-selling swimwear brand, and the World Championship Sports Network (WCSN).

### SATELLITE OPPORTUNITIES VIA WEBCAST ON WCSN



Through a partnership with the World Championship Sports Network (WCSN), USA Swimming will offer a live webcast of the final three days of competition (Aug. 3-5) free to online viewers at [www.wcsn.com](http://www.wcsn.com).

Additionally, WCSN will produce a highlight package featuring action, analysis and interviews from the opening sessions (Aug. 1-2). Olympic gold medalist **Rowdy Gaines** will provide color commentary, while **Craig Hummer** will handle play-by-play.

Live event footage will be available from each night's finals sessions beginning at 5:30 p.m. and ending at 7:30 p.m. (PST). A pre-packaged news highlight reel approximately five to seven minutes in length will be delivered on the satellite at 8:45 p.m. PST on August 3, 4 and 5.

WCSN is providing the feed to news organizations for courtesy: "Footage provided by WCSN / USA Swimming." Usage is strictly restricted to five minutes maximum during regularly scheduled news programming only.

The satellite info is:

SBS-6/13 K SCPC Slot "B" (74' W)  
U/L: 14311.000 MHz Vertical  
D/L: 12011.000 MHz Horizontal  
No Encryption, Signal in the clear

Please contact David Qualls at (720) 933-5111 (cell) for technical assistance and/or additional rights outside of those outlined above.



### PODCASTS

In an attempt to reach the younger generation, USA Swimming and Speedo will produce and upload youth-themed podcasts featuring athlete and spectator interviews and a conversational narrative of the event's buzz.

A teenage host will ask lifestyle and personality questions of athletes and spectators alike, focusing on non-sports issues, such as favorite music, restaurant and personal experiences. The nightly podcast will be scored to music

from the band, Tomorrow's Hero. It will be available for download each night at [www.usaswimming.org/nationals](http://www.usaswimming.org/nationals).

"The podcast element takes a totally different approach to sports coverage," said **Matt Farrell**, USA Swimming's business development managing director. "It creates a relationship between our swimmers and their young fans, while at the same time providing a younger and more personal voice to both our athletes and our organization."

Additionally, Speedo is offering "Speedo Make Waves," an ongoing series of podcasts that will offer insight into the world of swimming. The podcasts will be available for download at iTunes and online at [www.speedo.com/podcasts](http://www.speedo.com/podcasts). Michael Phelps kicked off the series on July 10, and Amanda Beard highlighted the second podcast on July 25.

Speedo also plans to introduce special edition video podcasts around key events and activities - the first of which is a conversation between Australian legends of the pool, Leisel Jones and Lisbeth Lenton, and will be available later this summer.



### TEXT ALERT MESSAGES

For the first time, swimming fans will be able to register to receive text alerts from USA Swimming on their mobile phones. Speedo has also signed on as the presenting sponsor of the text alerts. Fans can sign up to receive:

- Results for every championship final, presented by Speedo
- "The Buzz" - an inside look from the meet, presented by Speedo
- Trivia questions to test fans' knowledge of swimming history.

Fans will also be able to cast a vote via their mobile phone for athletes they think will win at the National Championships in "The Favorite vs. The Field" game.

People can sign up to receive messages online at [www.usaswimming.org/nationals](http://www.usaswimming.org/nationals) or by texting in the keyword "SWIM" to USA Swimming's shortcode, 62931.

# The Top 10 List

## THE TOP 10 REASONS TO COVER THE CONOCOPHILLIPS USA SWIMMING NATIONAL CHAMPIONSHIPS

**Michael Phelps, a.k.a Mr. Versatile:** The reigning Olympic champion in the 200m and 400m individual medley will take on the best swimmers in America in his strong suit. World and American records could be in peril at the pool in Irvine, Calif. Phelps (Baltimore, Md. / Club Wolverine) is slated to swim in six individual events: 200m freestyle, 200m backstroke, 100m and 200m butterfly and both individual medley races.

**Texas Trio:** They might not be Texas natives, but the Lone Star State has adopted these three University of Texas grads. The trio of **Aaron Peirsol** (Irvine, Calif.), **Ian Crocker** (Portland, Maine) and **Brendan Hansen** (Havertown, Pa.) represent three-quarters of the world record-holding U.S. medley relay team. Along with their world-record relay mark, the trio holds an additional eight world records between them. Crocker (Texas '05) owns the world record in the 100m fly (long course) and three short course world records (100m free, 50m fly and 100m fly). Peirsol (Texas '06) swept the backstrokes at the 2004 Olympic Games and is the world's fastest man in both the 100m and 200m backstroke races. Hansen (Texas '05) is the world record holder in the 100m and 200m breaststroke.

**Katie Hoff Hopes To Continue "Phenom" Run:** The youngest member of the entire U.S. delegation at the 2004 Olympics in Athens, the now 17-year-old Hoff is already the reigning American record holder in the 200m IM, a record she set at the 2005 FINA World Championships. Hoff will swim the 100m, 200m and 400m free, and the 200m and 400m IM at Nationals. Hoff (Towson, Md. / North Baltimore) solidified her place on the "one to watch" list after earning world titles in both individual medley events at the 2005 World Championships. She has also qualified to swim all 13 events at the 2008 Olympic Trials in Omaha, Neb.

**The All-Star Team in Michigan:** If Texas has Longhorn Aquatics, then Michigan has its own version of the All-Star Team in Club Wolverine. University of Michigan men's head coach **Bob Bowman** has collected a talented group of swimmers up in Ann Arbor, including Olympians **Michael Phelps**, **Klete Keller**, **Peter Vanderkaay**, **Erik Vendt** and **Kaitlin Sandeno**. Add to the mix National Team athletes **Davis Tarwater**, **Hayley Peirsol**, **Chris DeJong** and **Justine Mueller**, among others, and the competition is fierce in daily training.

**The Peirsol Family Reunion:** The world record holder in the 100m and 200m back, **Aaron Peirsol** says he's just as excited to watch little sis **Hayley** take her turn on the national stage. Aaron, who swept the backstrokes at the 2004 Olympics and sparked the world record-breaking 400m medley relay by setting the 100m back world record, is fresh off of an "intense" training session: "It's certainly the greatest training opportunity I've ever been in." Hayley Peirsol has spent the summer training at Club Wolverine in Ann Arbor, Mich. The Orange County natives will return home for the 2006 ConocoPhillips USA Swimming National Championships.

*"It's cool to see [Hayley] swimming so well. She's waited for this for a long time, and it's really exciting. For the whole family." - Aaron Peirsol*

**Here Come the Teen Speed Queens:** USA Swimming's youth movement remains in full-force with teenage stars **Kate Ziegler** (Great Falls, Va. / The Fish), **Katie Hoff**, **Jessica Hardy** (Long Beach, Calif. / Cal Aquatics) and **Tara Thomas** (Tustin, Calif. / Irvine Nova). The group, which includes two current high school students, will be swimming for national titles, positions on international teams and even world and American records. Thomas, a 4.0 student at Beckman High School and a member of the 2005 National Junior Team, can look for support from her classmates, who attend school just two miles away. Keeping with the trend, Hardy will be near her alma mater - Long Beach Wilson High School.

**World-Class Facility:** The William Woollett Jr. Aquatic Center hosts USA Swimming's marquee event for the second straight year. In 2005, the Woollett Aquatic Center hosted three events: the Mutual of Omaha Duel in the Pool, ConocoPhillips USA Swimming National Championships and the Speedo Junior Nationals.

**USA Swimming. "Any Way You Want It":** USA Swimming has embraced "new media" as a route to a new and larger audience. The organization will offer live footage via the web; results, trivia and "The Buzz" via mobile text alerts; and "behind the scenes" podcasts to its fans worldwide. Through a partnership with WCSN.com, the organization will produce a live webcast of the final three days of competition (Aug. 3-5) and will produce a two-hour television show with highlights from Aug. 1-2. To reach its fans on the go, USA Swimming will offer text alerts of results, breaking news and trivia delivered directly to subscribers' cellular phones. Speedo has signed on as the presenting sponsor of the text alerts. Fans may sign up for this free service through [www.usaswimming.org/nationals](http://www.usaswimming.org/nationals), or by texting "SWIM" to USA Swimming's shortcode, 62931. Also, in an attempt to reach the younger generation, USA Swimming will produce and upload a youth-themed podcast. The podcast, also sponsored by Speedo, will be available for download each night of the event.

**Everyone Likes a Free Lunch:** USA Swimming is proud to invite members of the local and national media to Media Day at Woollett Aquatic Center on Monday, July 31. The day will offer access to a variety of competitors between 10 a.m.-noon. Additionally, USA Swimming will host a media luncheon with newly-tapped head coach and general manager **Mark Schubert**. Also attending will be Olympic gold medalist and USA Swimming National Team managing director **Lindsay (Benko) Mintenko**.

**This Time Last Quadrennial:** Two world and five American records fell at the 2002 Phillips 66 National Championships in Ft. Lauderdale, Fla. **Michael Phelps** and **Erik Vendt** waged an epic race in the 400m individual medley, as both were under the world record pace, with Phelps pulling out the victory. **Natalie Coughlin** officially became a part of swimming trivia, becoming the first woman to swim the 100m backstroke in under a minute. She was also the first person since **Tracy Caulkins** in 1978 to win five U.S. National titles at one meet.