



For Release:

[Month, Day], 2008

[Club name]

[Contact info here – name, phone number, e-mail]

JOIN [CLUB NAME] IN PROMOTING A HEALTHIER LIFESTYLE WITH USA SWIMMING'S "FRIENDS AND FAMILY SWIM DAY"

[CITY, State] – USA Swimming's "We Want You on Our Team" campaign returns to [city] with [your club's] "Friends and Family Swim Day" on [date] at [location].

[Your club] is hosting this event in conjunction with USA Swimming's second-annual "We Want You on Our Team" campaign, a multi-faceted initiative to encourage youth participation on swim teams and raise awareness of the social and health benefits of swim team membership. More than 2,800 USA Swimming clubs were invited to host "Friends and Family Swim Day" events throughout the summer months from July to September. USA Swimming is the national governing body for the sport of swimming.

[Specific details about your club's event, in one to two brief sentences. What sort of activities will you be doing? Can people win prizes? Are there any local celebrities in attendance? How many kids will be there, and what are their ages?]

Along with instilling the values of sportsmanship and teamwork, swimming offers numerous health and wellness benefits. Some facts to consider:

- Today's youth are considered the most inactive in history.¹
- The percentage of young people who are overweight has more than tripled since 1980.²
- Obesity increases the risk of illness from about 30 serious medical conditions³
- Increasing physical activity is considered the best way to fight childhood obesity⁴

USA Swimming and [your club] aim to promote swimming among kids in [your community] as a direct route to a healthier lifestyle.

For information on the "We Want You on Our Team" campaign, visit usaswimming.org.

About USA Swimming

As the National Governing Body for competitive swimming in the United States, USA Swimming formulates the rules, implements policies and procedures, conducts national championships, disseminates safety and sports medicine information and selects athletes to represent the United States in international competition. USA Swimming has more than 300,000 members nationwide and sanctions more than 7,000 events each year. For more information, visit www.usaswimming.org.

1 American Obesity Association

2 Centers for Disease Control

3 American Obesity Association

4 Institute of Medicine