



SWIM TODAY.ORG

Presented by *speedo* 

**60 Ways to Share
SwimToday for 60 Days
(in 60 seconds or less)**





60 Ways to Share SwimToday for 60 Days (in 60 Seconds or Less)



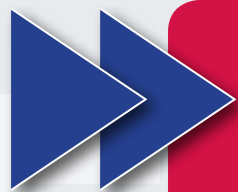
Would you take 60 seconds to help grow the sport of swimming? We thought so.

We created 60 Ways to Share SwimToday for 60 Days (in 60 seconds or less) doing something you are doing anyway – Facebook and Twitter. For the next 60 days we will all coordinate and do it together!

SwimToday is USA Swimming's national & grassroots campaign to capture Olympic year excitement to drive families to get involved in swimming!

With all eyes on swimming for the U.S. Olympic Trials and the Olympic Games, national interest in the sport is at an all-time high so we need your help in spreading the word about the sport we all love.

You will be in great company with our promotional partners who are also helping spread the word, including Speedo, Finding Nemo 3D, the First Lady's Let's Move initiative, TeamUnify, Active.com and more!



***Plan ahead with our 60 Day Social Media Calendar
(just copy and paste these updates each day in
Twitter and Facebook)***

twitter



June 2012

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Day 1

(June 18th)

Just one week until Trials begin! Have you updated your info in the club finder? #SwimToday

Day 2

(June 19th)

Who got you involved with swimming? We want to hear your story! #SwimToday

Day 3

(June 20th)

If you could have one pool toy for the entire summer, what would you pick? #SwimToday

Day 4

(June 21st)

What's your favorite pump up song? We want to know what you listen to before diving off the blocks in competition #SwimToday

Day 5

(June 22nd)

"People who feel good about themselves produce good results." #SwimToday

Day 6

(June 23rd)

Did you know you can find out your swim level by answering a few easy questions? Visit SwimToday.org! #SwimToday

Day 7

(June 24th)

What local swimmer or coach do you look up to? Why? #SwimToday

Day 8

(June 25th)

The start of Olympic Trials – Swimming is here! What race are you most excited about? #SwimToday

Day 9

(June 26th)

Swimming is the perfect complement to summer weather. Find a local club and dive in at SwimToday.org #SwimToday

Day 10

(June 27th)

One of the most highly anticipated events is tonight, the Men's 200m Free! Who's your pick to win it? #SwimToday

Day 11

(June 28th)

"I feel more like I am now than I was before I dived in" Dive into the sport of swimming by visiting SwimToday.org #SwimToday

Day 12

(June 29th)

Fill in the blank – Swimming makes me _____ #SwimToday

Day 13

(June 30th)

Excited about swimming but don't know how to get involved? Check out SwimToday.org to find your level and to find clubs in your area #SwimToday



60/60/60

Just copy and paste these updates each day to Twitter and Facebook, so we can all grow awareness together.

twitter



**SWIM
TODAY.ORG**

July 2012

S	M	T	W	T	F	S
Day 14 (July 1st) Great memories are formed with great friends. Share a story about you and your teammates #SwimToday	Day 15 (July 2nd) Trials are over and our Olympic team is set! How do you show your support for Team USA? #SwimToday	Day 16 (July 3rd) Why did you get involved in swimming? Any reason is a good reason to check out SwimToday.org #SwimToday	Day 17 (July 4th) Happy Fourth of July! Share a photo of how you support Team USA! #SwimToday	Day 18 (July 5th) "Trust your hopes, not your fears." #SwimToday	Day 19 (July 6th) Can you remember who the SwimToday spokesperson is? Hint: She's an Olympian, a mom, and a television broadcaster! #SwimToday	Day 20 (July 7th) 20 Days until the Opening Ceremonies! Fill in the blank - If I could swim anywhere in the world it would be _____ #SwimToday
Day 21 (July 8th) You can't do anything by doing nothing so make the effort and get involved today. Visit SwimToday.org to find out how #SwimToday	Day 22 (July 9th) "Be consistently persistent." #SwimToday	Day 23 (July 10th) What's your favorite swimming story from your childhood? #SwimToday	Day 24 (July 11th) Who do you plan on watching the Olympics with? Teammates? Coaches? Friends and family? #SwimToday	Day 25 (July 12th) Where is your favorite place to swim? At your home club? Vacation in the ocean? Let us know! #SwimToday	Day 26 (July 13th) Do you have the gear you need to start swimming? Visit SwimToday.org to find out. #SwimToday	Day 27 (July 14th) Who has been the most influential person in your swimming world? #SwimToday
Day 28 (July 15th) When you are behind, don't give up; when you are ahead, don't let up." #SwimToday	Day 29 (July 16th) Take some time today to thank your favorite coach #SwimToday	Day 30 (July 17th) "H2O: Two parts heart and one part obsession" #SwimToday	Day 31 (July 18th) Fill in the blank - The best time of day to swim is #SwimToday	Day 32 (July 19th) Who is your swimming hero? #SwimToday	Day 33 (July 20th) "Act as if it were impossible to fail and it will be." #SwimToday	Day 34 (July 21st) Clubs - with the Olympics edging closer, have you updated your information on SwimToday.org for new swimmers? #SwimToday
Day 35 (July 22nd) Only 5 days until the Opening Ceremonies - What are your plans to cheer on Team USA? #SwimToday	Day 36 (July 23rd) Fill in the blank - My favorite stroke to swim is _____ #SwimToday	Day 37 (July 24th) Don't let anyone out-train you #SwimToday	Day 38 (July 25th) Which event are you most excited to watch in the Olympics? #SwimToday	Day 39 (July 26th) Attitudes are contagious. Are yours worth catching? #SwimToday	Day 40 (July 27th) The day is finally here! Show us your most creative way to cheer for your favorite athletes during the Olympics #SwimToday	Day 41 (July 28th) Swimming events kick off today in London! Tweet a shout-out to your favorite Team USA Swimmer to cheer them on! #SwimToday
Day 42 (July 29th) We want to know - How do you cheer on your home team at a meet? #SwimToday	Day 43 (July 30th) Want to get involved in the sport everyone is talking about? Get involved with swimming by visiting SwimToday.org now! #SwimToday	Day 44 (July 31st) S.W.I.M. - What do you think each letter should stand for? #SwimToday	 60/60/60 <i>Feel free to customize these messages as you cut and paste into Twitter and Facebook.</i>    SWIM TODAY.ORG			

August 2012

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Day 45

(Aug 1st)

"You can't put a limit on anything. The more you dream the farther you get" - Michael Phelps #SwimToday

Day 46

(Aug 2nd)

Big breakfast or big dinner? What power foods help you swim better? #SwimToday

Day 47

(Aug 3rd)

Swimming. Gotta love it. #SwimToday

Day 48

(Aug 4th)

Team USA athletes are at the pool right now getting ready to swim - What are your pre-race rituals? #SwimToday

Day 49

(Aug 5th)

Inspired by Olympic success in swimming? Check out SwimToday.org to find out how to get involved in this exciting sport! #SwimToday

Day 50

(Aug 6th)

What was your favorite pool swimming event during the Games? #SwimToday

Day 51

(Aug 7th)

"Swimming is fun, and today we're going to have lots a fun" #SwimToday

Day 52

(Aug 8th)

Tell us about your funniest moment swimming #SwimToday

Day 53

(Aug 9th)

The Olympics may be coming to a close soon, but the Open Water events are today and tomorrow! Do you prefer to swim in the pool or ocean? #SwimToday

Day 54

(Aug 10th)

Do you know what you need to be the best? Check out SwimToday.org for training tools, videos and more! #SwimToday

Day 55

(Aug 11th)

What gear does every swimmer need? #SwimToday

Day 56

(Aug 12th)

The Summer Olympics have come to a close until 2016. What's your biggest goal from now until then? #SwimToday

Day 57

(Aug 13th)

"I define preparation in three words: leave nothing undone." #SwimToday

Day 58

(Aug 14th)

What are you going to push for today? #SwimToday

Day 59

(Aug 15th)

Whether you want to swim for competition, fun, or health, SwimToday.org is the ultimate site for getting involved with swimming! #SwimToday

Day 60

(Aug 16th)

Have you noticed an increase in growth since the Games? Tell your local media outlets! They love stories of growth around the Olympics #SwimToday

60/60/60

Have your Twitter & Facebook members grown?

twitter



SwimToday Press Release

twitter



FOR IMMEDIATE RELEASE: [Insert the date here]
Contact: [Insert your name and contact information here]

USA Swimming, Summer Sanders and Speedo Join Forces to Launch New 2012 SwimToday Campaign

Campaign will use Olympic excitement to drive participation in swimming at levels

COLORADO SPRINGS, Colo. - USA Swimming, Speedo USA and two-time Olympic gold medalist Summer Sanders will join forces this summer to help grow participation in swimming as part of a new, national swimming campaign called SwimToday, now live at www.SwimToday.org.

With all eyes on swimming this summer, national interest in the sport is at an all-time high and recent industry research* also shows that swimming is one of the top three sports that individuals of all ages aspire to participate in. The SwimToday campaign is designed to help drive participation in the sport as the countdown to London continues.

The campaign will provide the tools, resources and information that individuals of all ages need to learn to swim, find a swim program, meet their fitness goals, and be active in the sport.

Olympian **Summer Sanders**, a leading voice in the sport of swimming and a mother of two, will serve as the spokesperson for SwimToday.

"Swimming has done so much for me personally as both an Olympian and now as a mother of two kids who enjoy the sport," said **Sanders**, the most decorated U.S. swimmer at the 1992 Olympics in Barcelona where she won two gold, one silver and one bronze medal, and a member of the International Swimming Hall of Fame, Bay Area Sports Hall of Fame and Stanford Hall of Fame.

Idea! *Take this press release and use it as a template to send to your local media customized with info about your club!*

Via its online platform, SwimToday.org will provide swimmers at any level and at any age with the information they'll need to dive in and meet their individual swimming goals. Overall, SwimToday.org will focus on three major areas:

1. **"Where do I swim"** - By providing a database of learn-to-swim providers, USA Swimming clubs and facilities for fitness swimming throughout the country
2. **"What level am I"** - A self-guided tutorial to help determine one's swimming ability
3. **"What do I need"** - Training tools, fitness videos, and equipment recommendations that swimmers will need or want to best enjoy the sport

As part of its partnership with Speedo, the world's leading swimwear brand and USA Swimming corporate partner since 1985, SwimToday.org will link the aspiring fitness swimmer to the Speedo Pace Club, a multi-faceted website and mobile phone application designed to motivate, inspire and engage fitness and competitive swimmers through premium video content, informative editorial, social activation and training programs.

* = According to the 2011 Sporting Goods Manufacturers Association "State of the Industry Report" swimming ranks in the top three of all age categories (6-12, 13-17, 18-24, 25-34, 35-44, 45-64 and 65+) for sports that people "aspire" to participate in.

SwimToday Spokespeople



Summer Sanders

Olympian **Summer Sanders**, a leading voice in the sport of swimming and a mother of two, will serve as the primary spokesperson for SwimToday and will work with USA Swimming and Speedo to help raise awareness for the benefits of swimming. From learning

discipline and teamwork on a competitive swim team to swimming laps to stay in shape, swimming is a sport that benefits all.

“Swimming has done so much for me personally as both an Olympian and now as a mother of two kids who enjoy the sport,” said **Sanders**. “While Americans are inspired by the success of Olympic swimmers, we want to remind them that swimming is a sport for everyone,” **Sanders** added. “Together with USA Swimming and Speedo, SwimToday will help make it easy to find everything you need to get started in the water.”

Sanders was the most decorated U.S. swimmer at the 1992 Olympics in Barcelona, earning two gold, one silver and one bronze medal. While attending Stanford University, she captured six NCAA individual titles and four relay championships and helped lead the Cardinal women to a National Championship title in 1992. **Sanders** earned back-to-back NCAA Swimmer of the Year Awards during her only two years of collegiate competition. She is a member of the International Swimming Hall of Fame, Bay Area Sports Hall of Fame and Stanford Hall of Fame. Today, **Sanders** works as a television broadcaster and is married to Olympic skier Erik Schlopy. The couple has one daughter and one son.

twitter



Maritza Correia

As a spokesperson for SwimToday, **Maritza Correia** will work to encourage kids and adults to learn to swim, regardless of their skin color or socioeconomic background. By attending local, regional and national swim meets, and promoting various grassroots initiatives with an emphasis

on water safety education and life-saving swimming skills, **Maritza Correia** hopes to raise awareness for her sport and to help tackle this country’s sobering drowning statistics—particularly those for minority communities.

“It is unacceptable that 10 people in this country drown every day and that 60-70 percent of African-American and Hispanic children don’t even know how to swim,” says **Maritza Correia**. “But learning to swim isn’t just about protecting yourself from drowning. There are countless benefits to the sport, many of which I’ve experienced in my own life like college scholarships, improved social skills through participating in a team sport, increased physical fitness and well-being, not to mention just plain old fun.”

Maritza Correia’s introduction to swimming was an untraditional one. Born and raised in Puerto Rico to Guyanese parents, at the age of seven, she was diagnosed with scoliosis and her doctors urged her parents to enroll her in gymnastics or swimming as a form of physical therapy; what started out as a therapeutic remedy for Correia’s childhood ailment transitioned itself into a lifelong passion and illustrious career. As an 11-time NCAA Champion and 27-Time NCAA All American, she became the first African-American to break a world record in swimming, the first African-American female to hold American Records (50y freestyle, 100y freestyle), and the first African-American female swimmer to make a U.S. Olympic swim team and bring home a medal (2004 Olympic Silver Medalist for 400m FR in Athens, Greece), among countless other accolades.

Graphics Your Club Can Use (examples)



Idea! Use these graphics on your web site or Twitter and Facebook updates and link to SwimToday.org

twitter



Find additional sizes and versions online.



Public Service Announcement (PSA) Your Club Can Use



Idea! Take this PSA and send to your local TV stations and post a link on your web site.

twitter



Click the Links For More! ▼

SwimToday.org (click on program info for clubs)

[Youtube.com](https://www.youtube.com) (search for SwimToday Summer Sanders)