



SWIM WALES
NOFIO CYMRU

#SUPERSERIES[®]

CAMPAIGN PACK

2020

INTRODUCTION

We all miss competition, the smell of the chlorine, the roar from the crowd, the stomach knots as you take the block, the silence before the whistle and that huge sense of achievement at the end of it all.

Swim Wales have been running competitions every year for 123 years, so we know that nothing will really replace those real life competition experiences, but what if we could bring some of the excitement and competitive edge back to fill the void until we can once again wait in anticipation poolside for the finals to begin. The Swim Wales team have worked collaboratively to create a new innovative competitive offer for our members, arguably our most accessible competitive offer ever.

WE ARE PROUD TO INTRODUCE TO YOU...

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The Super Series is a virtual competition open to all registered Welsh Club members, which will be held across 3 stages, each stage is 1 week long and will finish with a **Super Final**.

At the end of each stage (week) a leader board will be published for all participating clubs and swimmers across Wales. Swimmers will have 3 opportunities across the stages to submit times and climb the leader board. The Top 8 swimmers at the end of stage 3 in each age band and event will be invited to compete in the Super Final.

Swim Wales will be running a campaign to promote **The Swim Wales Super Series 2020** highlighting the achievements of our members and the fantastic work being under taken daily by our coaches, clubs, operators and partners to get swimmers back in to the water.



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CAMPAIGN PARTNERS

Each year, Swim Wales engage with over 260 unique organisations, all of whom work to deliver, enable or support us in providing Aquatics for Life for Everyone in Wales. We are keen to support clubs, partners, facilities and operators who are opening their doors to clubs and our swimmers, as well as encouraging our population to Get Back Into Water.

Throughout the 3 stages of the Super Series we encourage our campaign partners to engage with us online via our social media platforms, sharing achievements and stories of swimmers as they return to water.

We are aware that not all of our members and clubs will have returned to the water, we want to assure you that when you are ready, the opportunity to compete will be there.



TARGET AUDIENCE

The Super Series 2020 target users are the competitive members of Swim Wales, this includes Age Group swimmers, Para-swimmer and Masters swimmers. As we encourage all to partake in the Super Series, we ask all to engage in the campaign.

We also aim to engage facilities and operators who are supporting the reintroduction of our swimmers back into the water, utilising the campaign as an opportunity to showcase the fantastic work being completed every day across Welsh pools.

SUPPORTING INFORMATION



69%

OF CLUBS BACK
IN THE WATER



68%

OF FACILITIES
OPERATIONAL



4458

REGISTERED
COMPETITIVE
SWIMMERS



82

EVENTS
AVAILABLE FOR
SWIMMERS



Swimming is one of the most effective ways to burn calories: 30 minutes exercising in the water is worth 45 minutes of the same activity on land



Regular swimming can lower stress levels, reduce anxiety and depression and improve your sleep patterns.



Regular swimming can help to reduce long-term health conditions such as heart disease and diabetes by up to 40 per cent.



Swimming improves heart health, lowers blood pressure, improves lung capacity, increases bone strength and reduces joint pain as it is a low impact sport.

WEBSITE AND MEDIA

[SWIMWALES.ORG/SUPERSERIES2020](https://swimwales.org/superseries2020)

The above link contains all relevant SuperSeries2020 information, including a information pack, campaign material, leader boards and stories.

SWIM WALES SOCIAL ACCOUNTS

@SwimWales

@swimwales

swim_wales

#SUPERSERIES2020 / #SUPERCYFRES2020

