

Please welcome

Canada's Swim Team

into your pool

Swimming Canada, the Lifesaving Society Canada and the Canadian Red Cross have launched **Join Canada's Swim Team** to encourage all Canadian children to learn to swim.

Join Canada's Swim Team is a recognition and incentive initiative (not a training program) that all swimming lesson providers are invited to use at **no cost** and with **no staff training** required.

How does it work?

Any child who swims 25 metres non-stop for the first time during swimming lessons can join the team.

The instructor witnesses the swim and rewards successful kids with the Canada's Swim Team Membership Card on the day of their accomplishment.

Participants in the Society's Swimmer 3 or 4 levels may be the most likely "25 m swim ready" target audience.



The plastic luggage tag style Official Member Card has space on the back for the member's name and a loop so it can be attached to the swimmer's bag.

Cards are available in English or French.



The card encourages *children* to *register* at www.getswimming.ca or www.allonsnager.ca and add their names to Canada's Swim Team roster. All swimmers who register are entered into a draw for a variety of prizes including one of five lunches with an Olympic swimmer. Contest draws will be made in September 2014.

The only guidelines for distribution of the Membership Cards are:

- The swimmer must complete 25 m for the first time, non-stop and without any aids or assistance.
- The swim must be completed during a swimming lesson and be witnessed by a certified swimming instructor.

How to participate

1. **Register** in "Facility Sign-up" at www.getswimming.ca to gain online access to Join Canada's Swim Team promo materials.
2. **Affiliates** – order your Canada's Swim Team Member Cards (in multiples of 20) from the Lifesaving Society:

Email: info@lifesavingnb.ca

Phone: 506-455-5762

Feedback

We hope to run the Join Canada's Swim Team initiative year-round on an ongoing basis pending this summer's results. We will be asking participating facilities for some basic feedback that will help us evaluate and improve the program going forward.

For more information, contact Lifesaving Society Program Manager, Angela Johnson:
angelaj@lifesavingnb.ca

