

Hi [Name of Reporter] –

[Start with a short icebreaker or if you know the reporter personally ask questions about their life; Look up the reporter on social media/read a few of the last stories done by the reporter and incorporate into the intro]

[State your purpose; tie into local relevance] Example: While youth sports participation by children ages 6-12 has dropped nearly 5 percent since 2008, swimming membership in year-round teams has increased more than 35 percent in the same time. Here in [CITY], [CLUB] has more than [NUMBER] swimmers who compete locally and some even go against past Olympians in national-level meets. [INSERT GOOD GROWTH NUMBERS IF YOU HAVE THEM]. We have plenty of good stories about our athletes and families to share with you. Our club website is [PLACE WEBSITE HERE].

Here's a top 10 list of why we've found families in [CITY] are finding it easy and fun to be involved in team swimming:

- **It's closer than you think** – 62 percent of families live within 10 minutes of a pool
- **Everyone participates** – Swimming is inclusive, there are no benchwarmers (nor benches)
- **Swimming is a team sport** – Only 16 percent of non-swimming parents view swimming as a team sport but parents of swimmers associate the sport with teamwork more than any other sport
- **Suit up and go** – Only a swimsuit, cap and goggles are necessary to get started
- **Life skills** – Swimming increases self-confidence, self-esteem, time management, goal-setting and social development
- **Easy to learn** – 76 percent of parents said the ease of learning to swim was high
- **Low risk of injury** – No contact makes for a safer environment
- **Swimming = total body fitness** – Burn 650 calories in an hour – more than walking, biking or team sports
- **Sport for life** – Once you learn to swim, you can enjoy no matter your age
- **Swimming is FUN** – Parents confirm that swimming is the #FunnestSport<sup>[v]</sup>

[Offer to help them with interviews and more information]: We'd like to share more with you, please let me know if you have any questions and I'll be happy to assist you, including setting up some time with athletes, teammates, coaches and others.

Thanks,  
[Your Name]  
[Title]  
[Team logo]

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<sup>[v]</sup> 2014 State of the Competitive & Fitness Swimming Industry Report by Sports Marketing Surveys