***SKWIM™,* MISSION STATEMENT**

***SKWIM™* strives to build water-safe, water-smart, and water-strong communities.**

**To achieve this goals, *SKWIM*  International seeks to:**

* **Increase aquatic participation for ages 5 years and up.**

Both demographics and history show that people prefer to **“**interact**”** in a sporting event. The majority of athletic participants play games vs. individual sports. *SKWIM* builds endurance and swimming technique along with the teamwork, strategic planning and club unity that sustain loyalty and commitment.

* **Promote a versatile water sport adaptable to competitive, recreational and casual play.**

*SKWIM* is adaptable to shallow, deep or even open-water play. The boundaries may be shortened, lengthened or contracted to adjust for pool/lagoon size or number of available (3-8) swim lanes. This flexibility maximizes accommodations for facility, participant, and aquatic programming needs. At its most competitive level, *SKWIM* is an extremely fast paced, exhilarating team sport requiring adept skill, speed, endurance and strategy. (Can mention li

* **Help save lives through International SKWIM certification (ISC), focusing on established Response, Endurance and Distance Standards.**

According to the CDC (Center for Disease Control) an average of 50 people per day are hospitalized due to a drowning or near drowning incidents in the US. 20% do not survive. An additional 40% leave the hospital physically, psychologically or emotionally disabled. The *SKWIM* LifeRing program engages participants in becoming safer, smarter, and stronger in the water.

* **Support patron growth for current and new aquatic centers through SWKIM and ISC programming***.*

 Recent studies sponsored by USA Swimming show that only about 50% of children ages 6-15 can swim. Other studies indicate that only 30% of the U.S. population can swim 100 yards. Clearly, there is growth potential in aquatics that would result in a safer, healthier populace. Today fitness professionals, both on land and in water, recognize the key to attracting and retaining patrons is through programming facilities with interactive activities that may include larger numbers of people. *SKWIM* helps satisfy this criterion. For instance, *SKWIM* may be enjoyed by groups of seniors during the school day, youth in the afternoon, adults in the evening, and families on the weekend.

* **Expand talent pool for aquatic sports.**

By attracting larger numbers to the pool, all water sports benefit. *SKWIM* offers a diverse activity drawing more participants to the water. Just as running stars often emerge when football, soccer or basketball players cross train with the track team, swim racing and water polo teams will find a larger selection of qualified swimmers to draw from where *SKWIM* is promoted.