

## **USA Swimming Marketing Toolkit**

To: Zone Directors, LSC General Chairs, LSC permanent staff, Club Presidents, Coaches

It's here! The USA Swimming Marketing Toolkit is now ready for LSC's and clubs.

The #SwimAgain campaign was created for LSC's and clubs to use across the country in anticipation of your return to the pool or in celebration of being able to finally, and safely, do so.

The marketing toolkit includes both guidelines and templates to make the personalizing process as easy as possible. LSC's and Clubs will be able to create customized email campaigns, flyers and social media posts.

The marketing toolkit assets can be accessed [here](#).

Should you have any questions about the creative or the templates, please reach out to Senior Director of Creative [Matt Lupton](#). If you have questions about the overall campaign and marketing initiatives, please contact Chief Commercial Officer [Shana Ferguson](#).