



From USA Swimming

28 pools + high numbers of competitive swimmers puts #Madison No. 5 Swim City in US! #50TopSwimCities www.usaswimming.org/50TopSwimCities

- One step closer to that #1 spot, #Madison came in No. 5 in the #50TopSwimCities in 2015! See who else made the list: www.usaswimming.org/50TopSwimCities
- We did it AGAIN! #Madison is in the top 10 Swim Cities at No. 5! Check out who we beat: www.usaswimming.org/50TopSwimCities#50TopSwimCities
- No. 5 of the #50TopSwimCities?! Proud to call #Madison #MYSwimCity! See the whole list pres. by @SpeedoUSA: www.usaswimming.org/50TopSwimCities
 - **Madison, Wisc., Climbs One Spot to America's No. 5 Swim City**
 - **in Third Annual Nationwide Study by USA Swimming and Speedo USA**
 - *50 Top Swim Cities, Presented by Speedo USA, showcases the country's most swim-friendly communities*

COLORADO SPRINGS, Colo. (Sept. 15, 2016) – Madison, Wisc., climbed one spot to become the No. 5 swim city in America, according to a third-annual study commissioned by [USA Swimming](http://www.usaswimming.org) and leading swimwear company [Speedo USA](http://www.speedo.com). The San Jose-Santa Clara area claimed the title of “America’s Top Swim City” for 2016.

Rounding out the top 10 of the [50 Top Swim Cities](http://www.usaswimming.org/50TopSwimCities), Presented by Speedo USA, were Ann Arbor, Mich.; Bridgeport-Stamford-Norwalk, Conn.t; Austin, Texas; Washington, D.C.; Raleigh-Cary, N.C.; Fort Collins-Loveland, Colo.; Indianapolis-Carmel, Ind.; and the San Francisco-Oakland, Calif., Bay Area.

“We are extremely proud and honored to be named one of America’s top swimming cities once again,” said **Drew Walden**, Head Coach for Badger Aquatics Swim Club.

“Why do you think Madison moved up a spot from 2015? Have you seen any growth in your membership because of the Olympic year?” We believe that the Olympics and America’s success has generated an amazing amount of interest in swimming in our area that was already very active in swimming at all levels from summer league, club and college. The interest was so great that this year we have had over 200 new swimmers trying out for our team of over 500 and we will be able to accommodate a large number of them through our program. Walden

“Why you think Madison remains a successful swim city?”

Madison has a rich tradition of swimming that starts with our summer league that has over 2000 kids swimming at the All-City meet and those swimmers then help fill out the club teams in the area. Our club, Badger Aquatics Club has routinely been ranked in the top 100 clubs in USA Swimming which helps all swimmers strive to improve.

We also have great High School teams that most kids strive to compete for and finally the ever successful University of Wisconsin Men’s and Women’s swim teams that have such great role models for all of our city and state. Walden

The popularity of swimming in Madison can be attributed to high number of facilities and USA Swimming members. With 28 pools in the area, Madison has the most facilities per population and almost double the number of USA Swimming members compared to areas with a population of less than 550,000.

- “The city of Madison exemplifies all the qualities that make the sport of swimming great with, strong community involvement, ease of access and ability to grow the sport,” said **Matt Farrell**, Chief Marketing Officer for USA Swimming. “We want to invite people of all ages across the country to join the sport of swimming, and we hope this list inspires more kids and families to get involved.”
- “Speedo USA is committed to creating products that help all athletes achieve their goals in the water, and we are thrilled to see the impact these communities have in supporting that same mission,” said **John Graham**, Senior Vice President of Sales of Speedo USA. “From swimming competitively or for fitness, or taking vertical workouts to the pool, the results of this survey show that more people and