

Dear USA Swimming Partners,

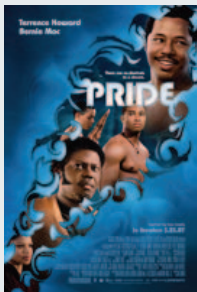
It has been a while since the last update, so I wanted to get back in touch and give a sneak preview of what's coming up ...



The Make a Splash campaign, a major public service initiative of

USA Swimming, is aimed at decreasing the number of drowning accidents in the U.S., fostering greater diversity in the sport and encouraging people of all ages to embrace swimming as a direct route to a healthier lifestyle. The first phase of the Make a Splash campaign will be executed through a number of new programs and partnerships including:

- Coach Jim Ellis and five-time Olympic gold medalist Janet Evans will be the spokespeople. Ellis is a USA Swimming coach and the subject of the Lionsgate film, *PRIDE*, opening March 23. A three-time Olympian, Evans is the owner of four gold medals.



- Together with Lionsgate, we are hosting 27 pre-premiere screenings of *PRIDE* in swimming communities across the nation between February 26 and March 1.
- Along with Speedo, we have teamed with The Sports Authority to donate a portion of Speedo sales during the month of March to Make a Splash. The program will provide swimming lessons to at-risk kids in select communities.
- The campaign is identifying people who have made a difference in swimming through education, motivational coaching or life-saving rescues in their local communities and recognizing these "Make a Splash Heroes."

- With Discovery Education we are reaching 25,000 schools and PTA's with water-safety curriculum materials for incorporation into lesson plans in our Make a Splash in School program.



- Supporters can show support for the Make a Splash cause by wearing the Make a Splash water drop items from our store at [makeasplash.org](http://makeasplash.org). A portion of proceeds from all sales will be donated back to the campaign.

*Promotion of the Make a Splash program will appear in the following:*

- **TV** – A PSA featuring *PRIDE* star and executive producer Terrence Howard will air on NBC as part of the Mutual of Omaha Duel in the Pool broadcast, as well as the Fox Sports Net broadcast of the FINA World Championships in March and April
- **Theaters** – The PSA will appear on 700 theater screens in March
- **Theater Lobbies** – A lighted kiosk will appear in 93 Regal Cinema theaters
- **Online** – Ads will appear on [fandango.com](http://fandango.com), [movietickets.com](http://movietickets.com) and [Hollywood.com](http://Hollywood.com) promoting finding a place to learn to swim
- **Retail** – The PSA will air in more than 400 Sports Authority locations in conjunction with the retail program with Speedo

### Mark Your Calendars

Be on the lookout for these promotions coming to your area this spring!

#### March

- Take your USA Swimming club to see the movie *PRIDE* and win prizes. Look for more information shortly on a promotion where you can win great prizes by submitting the most receipts from the movie *PRIDE* from your club.

- Catch the World Championships on Fox Sports Net starting March 25
- Look for promotional information on how to organize April Pools Day at your local club



#### April

- The third Mutual of Omaha Duel in the Pool will pit the best Americans vs. the top Australians in a finals-only meet in Sydney, Australia on April 3
- 25,000 schools will receive the water safety curriculum materials in communities across the country. Find if your community is on the list or how to download program materials.
- Watch the Mutual of Omaha Duel in the Pool on NBC on April 21 and 22



#### May

- Look for recruiting materials to use in your local area – PSAs, posters and more!
- Look for information on ways that kids can learn to swim or join a team and be eligible for a trip to the Olympic Games in Beijing
- Find Make a Splash promotional materials in more than 6,000 CVS drug-stores across the country, along with promotional partner Educational Adventures

Best regards,

Matt Farrell  
Managing Director of Business Development

USA Swimming's valued sponsors

