

## 10 'Must-Know' Reasons to Program SKWIM™ for 2017!



- 1) **SKWIM is for everyone!** From age 5 to 95, the game is engaging and challenging, offering fun and fitness from day one. The SKWIM Disk moves fast on the water so you don't need to. Play this game at your own pace in shallow or deep water.
- 2) **SKWIM is the safer game.** The hydroplaning SKWIM Disk is soft, lightweight and easy to grip and pass. Special SKWIM Fins are worn by players, providing great advantage in both performance and safety. SKWIM team action emulates lifesaving.
- 3) **SKWIM is simple, yet so dynamic.** The disk can glide the full length of the pool! Scoring can happen from any angle, even from behind the goal, so play remains spread out and in motion. SKWIM builds teamwork, playmaking and swim skills.
- 4) **SKWIM is life-saving.** ISC (International SKWIM Certification) awards an 'Aqua-I.D.' for each player, Level -1 to Level- 5. ICS tracks water-safety progress from beginner through lifeguard certification, inspiring players to become lifesavers.
- 5) **SKWIM is for pools and open-water.** The game is learned in the shallows and graduates to deeper water when players are Level-1 certified. Fins make it safer, faster & easier for open-water. ISC Level – 4 or 5 is required for open-water play.
- 6) **SKWIM is your game-changer.** The top-10 international sports are all - 'GAMES'. People rather 'play' a game than do laps (wouldn't you?); preferably games that are easy-to-learn, socially interactive, and fun from the start. Become a SKWIM pioneer!
- 7) **SKWIM is time-wise and space efficient.** Games and practices turn on the hour. 1-hour of SKWIM includes 15 mins. Game Skills; 15 mins. Open-Water Safety; & 30 minute 'Skwimmage'. Play games 8 on 8+, in 4-6 lanes, with two – 20min. halves.
- 8) **SKWIM makes 'dollars' and 'sense'.** Like all successful sports games, SKWIM has full uniforms and technical footwear, eyewear, an implement and goals. SKWIM has less practices & more games. People will pay to play and to watch this game!
- 9) **SKWIM shapes character.** The iconic SKWIM *Life-Ring* logo promotes Safety, Spirit and Sportsmanship. The *Life-Ring Philosophy* recognizes key *aspects* and *virtues* of teamwork, lifesaving, and C.A.R.E. (Critical Aquatic Response Education).
- 10) **SKWIM – C.A.R.E. Initiative.** Activates swimmers to respond to the new Sports & Fitness Industry Association report that the #1 '*aspirational activity*' for people today is to 'learning to swim'. Half the country needs to learn, and the other half can help them learn! People prefer game play! Solution - Swimmers invite a friend to SKWIM.

