

Learn2Swim Week

23 September – 2 October 2017

New look – same mission

We have been alluding to it for a while and now we can finally introduce Learn2Swim Week!

We have a new name, new look and new website for 2017 but importantly our mission remains the same:

To give every child under five the chance to learn to swim, and advocate the importance of water safety.

It's our 4th year and our aim is to sign up at least 450 swim schools. Thankfully, many of you have joined already but we are a long way off our goal and time is ticking.

We will be launching the program to the public on Tuesday August 15 so don't miss out!

SIGN UP TODAY (link to <http://www.learn2swimweek.com/register-your-pool/>)

As always, you will receive full marketing support that can be accessed online. Packs, with printed posters and point of sale material will also be distributed to participating schools from a local Poolwerx representative.

Through our media and marketing campaign your swim school will enjoy association with Laurie Lawrence's high profile *Kids Alive Do The Five* initiative, one of Learn2Swim Week's key supporters.

It's so easy to take part:

If you are joining for the first time – simply go to <http://www.learn2swimweek.com/register-your-pool/> and register your swim school's details.

or

If you participated last year and want to again, simply email mediasupport@ignitepr.com.au with the name of your swim school and we will reinitiate your profile for 2017.

See, we said it was easy!

We also have Vorgee on board again this year, so every swim school that registers will go in the draw to WIN 1 of 3 Vorgee School Support Packs valued at \$500 (prize includes 1 learn to swim mat, 12 x kickboards and 12 x goggles).

Take the opportunity to promote your business to potential and authentic new customers, while driving home the vitally important message of water safety.

Be quick – registrations close Tuesday 15 August 2017.

We look forward to you joining the crusade! learn2swimweek.com