

# ATTENDEE

## Sample Press Release

**IMMEDIATE RELEASE:** [Day, Date]

Event Contact: [Contact name] (email/ number)

[Insert Team Logo]

[Team Name] to [#] have athlete(s) compete at [Meet Name]  
[Team name] to send [number of athletes] up-and-coming athletes to compete at [swim meet name] in [location].

[City, State.] - (Announce the event/ where & when it is taking place) EXAMPLE: The [name of the meet] will be taking place at the [venue name] in [City, State.]. Athletes will be competing in both prelims and finals from [beg. date] through [end date]. [Team name] will be sending [#] athlete(s) to the meet.

(Quote from head coach OR athlete) EXAMPLE: "We are excited to send such a talented group of swimmers to [swim meet name] this year," said head coach [coach name]. "In order to qualify, athletes had to reach previous time standards based off national averages provided by USA Swimming. It is a big deal to qualify for this swim meet, and we could not be prouder of the athletes who will be attending this year."

(Event description) EXAMPLE: This prelims and finals short-course yards competition will host numerous clubs from across the state. The three-day event will include all senior level competition events, where athletes will compete in butterfly, backstroke, breaststroke, freestyle and the individual medley.

Additional information:

- Prelims will begin at [insert time] and finals will start at [insert time].
- The order of events: (insert hyperlink)
- More event information: (insert hyperlink)

For more information, please contact [Contact name] at [number] or [email].

### About USA Swimming:

As the National Governing Body for the sport of swimming in the United States, USA Swimming is a 400,000-member service organization that promotes the culture of swimming by creating opportunities for swimmers and coaches of all backgrounds to participate and advance in the sport through clubs, events and education. Our membership is comprised of swimmers from the age group level to the Olympic Team, as well as coaches and volunteers. USA Swimming is responsible for selecting and training teams for international competition including the Olympic Games and strives to serve the sport through its core objectives: Build the base, Promote the sport, Achieve competitive success. For more information, visit [usaswimming.org](http://usaswimming.org).

### About [team name]:

Include info here about your team:

