



MEET HOSTS

Sample Press Release



IMMEDIATE RELEASE: [Day, Date]

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

[Insert Event or Team Logo]

[Club] to Host [Meet Name]

[Team name] to host [how many days] day swim meet for [total number of athletes] up-and-coming athletes in the [location] region.

[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.] during [beg. date] through [end date].

(Quote from head coach OR team leader) EXAMPLE: “We are excited to host such a talented group of swimmers this year,” said head coach [coach name]. “Not only will this swim meet will provide competitive opportunities for up-and-coming athletes, but it will have a major financial impact in our community. This swim meet will give added revenue to local businesses such as restaurants and hotels.”

(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 age group appropriate 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]

To provide additional opportunities for family members and friends to watch their loved ones compete, while protecting the safety of our athletes, we will be sending a private broadcast link of the swim meet to our registered athletes and their guardians.

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.

About [team name]:

Include info here about your team:

