



**Scottish
Swimming**



**Scottish
Water**
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Swim Social programme launched thanks to Scottish Water partnership with Scottish Swimming

Scottish Swimming has launched a new Swim Social programme, a coach-led adult swimming programme centred on having fun, getting fit and making new friends while improving stroke technique, thanks to a new partnership with Scottish Water.

Water was the order of the day at the Tollcross International Swimming Centre in Glasgow when Swim Social, which will be rolled out across Scotland thanks to Scottish Swimming's partnership with Scottish Water, was launched on September 1, 2015.

A number of Scottish Water staff took the plunge at the launch event and were given expert advice from a qualified coach, and some tips and support from David Carry, the double Commonwealth Games champion, who remains passionate about his sport even though he has retired from competitive swimming.

Forbes Dunlop, Chief Executive of Scottish Swimming, said: "A partnership with Scottish Water was an obvious choice for us, with water playing a pivotal role in both our organisations.

"Scottish Swimming's vision is 'everyone can swim', but we have found that adults often lack opportunities to improve their swimming and this is where Swim Social comes in.

"Scottish Water's investment will assist with the marketing and promotion of this programme and will allow Scottish Swimming to roll out Swim Social on a national basis, working in collaboration with local authorities, leisure trusts and stakeholders to ensure the delivery of quality adult swimming provision, leading to healthy active adults who maximise their swimming potential. We are delighted to have them on board."

Chris Wallace, Scottish Water's Director of Communications, said: "The aim of Swim Social is to provide fun, fitness and friendship. This is something that we fully support and we hope that by working with Scottish Swimming, by just adding water, Scottish Water, we can encourage people across Scotland to take part.

"Water is essential for human life and our wellbeing and the obvious links between Scottish Swimming and Scottish Water means it makes sense for us to work together to promote this great initiative."

Swim Social is aimed at a wide range of people who have different reason for attending, from improving swimming ability and/or providing an alternative or complementary activity to running. It can also aid recovery following injury or illness, while enabling participants to meet like-minded people who enjoy fun, fitness and friendship in a social environment.

This launch event marked the start of regular Swim Social sessions in Glasgow, Aberdeen, Edinburgh, West Lothian, Stirling, East Lothian and Orkney.

A dedicated area for Swim Social can be found on the Scottish Swimming website at the following:
<http://www.scottishswimming.com/swim-social.aspx>