

10 Reasons to Program SKWIM™ for 2017



- 1) **SKWIM is for everyone!** From children to seniors, SKWIM engages and challenges, offering fun and fitness from day one. The SKWIM Disk moves fast on the water with little effort. Play at your own pace in shallow or deep-water games!
- 2) **SKWIM is the safer game.** The hydroplaning SKWIM Disk is soft, lightweight and easy to grip and pass. SKWIM Fins give players a big advantage in performance and safety at any age or experience level. 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. ISC tracks water-safety progress from beginner through lifeguard certification, inspiring players to become lifesavers.
- 5) **SKWIM is for pools and open-water.** SKWIM starts with shallow pool play and graduates to deeper water when players are Level -1 Certified. Fins make SKWIM safer, faster, and more fun for all. 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 want to play and engage in the water, preferring a game that is easy-to-learn, socially interactive, and fun from the start. SKWIM expands your aquatic community.
- 7) **SKWIM is time-wise and space efficient.** Games and practices turn on the hour. 1-hour of SKWIM includes 15-minute Drills & Skills; 15-minute Open-Water Safety; and a 30-minute 'Skwimage'. SKWIM delivers more water safety in less space.
- 8) **SKWIM makes 'dollars' and 'sense'.** Like all successful sports games, SKWIM uses full uniforms and technical footwear, eyewear, a SKWIM Disk and goals. SKWIM holds less practices & more games. People pay to play and watch SKWIM!
- 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.** C.A.R.E. (Critical Aquatic Response Education) can reach all swimmers and help save lives! People love game play, and half the country can swim. Solution: swimmers invite non-swimming friends to play SKWIM!