

INTRODUCTION

Welcome to the world of Ontario Artistic Swimming! Our inclusive and community driven Try Art Swim events provide aspiring athletes with the perfect opportunity to dive into the captivating realm of Artistic Swimming and discover why so many individuals choose it as their sport.

We are thrilled to present you with a comprehensive promo kit that can be effectively utilized within your club and on various social media platforms. These invaluable resources will help you generate excitement and interest for your upcoming Try Art Swim events and beginner programs. By spreading the word among your local community, you are opening doors for your club to welcome new and enthusiastic Artistic Swimmers.

Designed to be timeless, this campaign content has been carefully crafted to the exclusive use of Ontario Artistic Swimming and its affiliated clubs. Feel free to customize the provided copy as necessary and create your own compelling imagery while incorporating our provided watermark.

Our aim is to establish a recognizable brand for *“Try Art Swim”* events and grassroots programs, ensuring consistent messaging and visuals across the entire province. Together, let’s embark on a journey to create a strong and united Artistic Swimming community in Ontario.

Discover all the essential assets you need to effectively promote *Try Art Swim* at your club by exploring the resources below.

OVERVIEW

In this kit you will find:

- Social Media Posts - Copy and Images
- Blog / Website / Newsletter Copy
- Posters for print and/or digital ads (for local program guides, e-mail attachments, hanging up at pools/facilities, etc.)

Dive into the mesmerizing world of Artistic Swimming: Discover our Try Art Swim event.

Welcome to a vibrant and inclusive community where the water becomes your stage and artistic expression knows no bounds. Formerly known as synchronized swimming, Artistic Swimming has evolved to embrace global inclusivity, inviting individuals of all ages, abilities, and backgrounds to join our journey. In this blog post, we will unravel the captivating essence of Artistic Swimming and shed light on the community that surrounds it.

Artistic Swimming is a unique combination of musicality, dance, drama, and gymnastics all beautifully intertwined in the aquatic realm. It fosters teamwork, lifelong friendships and offers a range of programs tailored to suit every age and ability, whether you seek recreational enjoyment, competitive challenges, or a sport-for-life experience.

As you delve into the world of Artistic Swimming, you will soon discover that the skills gained in the water transcend beyond its boundaries. The athleticism, resilience, and unwavering confidence cultivated through artistic swimming extends far beyond the pool, positively influencing our athletes' lives well into the future.

Are you intrigued but uncertain about how to start on this incredible journey? Look no further than **[INSERT YOUR CLUBS NAME]**, where we invite you and your child to experience our Try Art Swim event. It's an extraordinary opportunity to witness firsthand why countless individuals choose Artistic Swimming as their sport.

At **[INSERT YOUR CLUBS NAME]**, we foster an environment where everyone feels welcomed and accepted. Our community thrives on the principles of inclusivity, recognizing that true strength lies in our collective differences.

Join us as we explore the depths of Artistic Swimming, where passion and creativity unite, and the water becomes a canvas for self-expression. Together, let's unlock the limitless potential and discover the extraordinary world of Artistic Swimming.

What is Try Art Swim?

Try Art Swim is an opportunity for your child to immerse themselves in the captivating world of Artistic Swimming. This special event allows them to experience the sport firsthand and discover their own potential. Let's explore what *Try Art Swim* entails:

- ▶ ***Unleash their Talent:*** During *Try Art Swim*, your child will engage in a series of creative games designed to showcase their swimming skills. They will have the chance to demonstrate various techniques including the front flutter, star float, and their favourite moves. This interactive experience enables them to shine and display their aquatic abilities in a fun and supportive environment.
- ▶ ***Embrace the Artistry:*** At *Try Art Swim*, your child will be introduced to the combination of dance, music and drama that characterizes Artistic Swimming.



They will learn a short synchro routine, guided by experienced coaches who will nurture their artistic expressions and help them discover the joy of synchronized movements in the water.



- ▶ **The Final Showcase:** At the end of *Try Art Swim* is a captivating performance by your child. With their newfound skills, they will take to the water and put on a dazzling show.
- ▶ **Connect with Coaches and Athletes:** *Try Art Swim* provides a unique opportunity for your child to interact with the friendly and knowledgeable coaches at your local club. These mentors will offer direct instruction and demonstrations, increasing your child's understanding of the sport and inspiring them to pursue their passion further. Additionally, they will have the chance to connect with older athletes, who serve as role models, sharing their experiences and encouraging your child to pursue their dreams.

Try Art Swim fosters and sense of community and friendship. Your child will have the chance to meet and connect with other participants creating bonds that extend beyond the pool.

Try Art Swim is an incredible introduction to the world of Artistic Swimming, providing your child with a firsthand experience that combines, skills, artistry, and community. It is an invitation to explore their potential, develop their talents and discovery a sense of belonging within the synchro family. Join us at *Try Art Swim*!

SOCIAL MEDIA POSTS



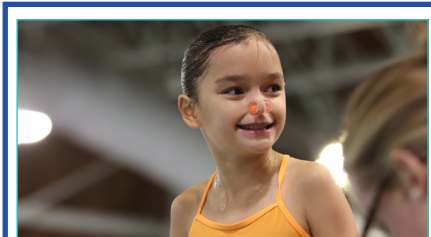
🌟 Dive into the world of Artistic Swimming!
🌟👧 Unleash your creativity and athleticism in the water. Join us for Try Art Swim and embark on a journey of synchronized beauty. 🎵🌟 Discover the magic today! Sign up now at the link in our bio!



👧👧 Calling all aspiring athletes! Experience the thrill of Artistic Swimming firsthand at Try Art Swim. 🌟🌟👧 Explore the artistry, teamwork, and friendships that make synchro an unforgettable sport. Dive in and join us! 💙



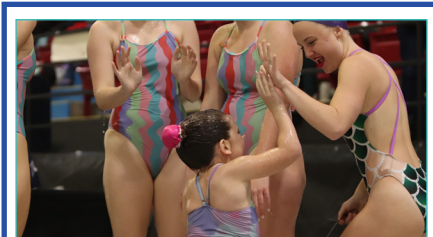
🌟🌟 Unleash your inner artist! Artistic Swimming combines dance, drama and synchronized movement to create stunning performances. Try Art Swim is your chance to discover this mesmerizing sport and dive into a world of limitless possibilities. 🌟🌟👧👧 Join us today!



🌟👧 Make a splash with Artistic Swimming! Dive into a sport that celebrates inclusivity, diversity, and passion. Join us at Try Art Swim and experience the joy of synchronized beauty in the water. 💙🌟👧 Don't miss out!



👧👧 Join our synchro community! Artistic Swimming embraces athletes of all ages, backgrounds, and abilities. At Try Art Swim, you'll meet supportive coaches, make new friends, and discover a community that will elevate your synchro journey. Dive in and be apart of our vibrant community! 🌟👧💙



💙🌟 Experience the magic of Artistic Swimming at Try Art Swim! Watch your child's confidence soar as they learn mesmerizing routines, make new friends, and create lifelong memories. 💙🌟👧 Dive into a world of strength, artistry, and synchronized action. Join us today!