



## **Swim Well in Trafford**

### **Steven Parry and Tony the Tiger launch Trafford Community Leisure Trust's new swimming scheme Swim Well.**

Last Sunday (24<sup>th</sup> April 2005) saw the unveiling of swim well Trafford Community Leisure Trust's new swimming scheme. Steven Parry Olympic bronze medallist (Athens 2004) and Kellogg's Tony the Tiger officially launched the ASA approved initiative at Stretford Leisure Centre, and is now set to be run out across all the other Trust swimming pools at Sale, Altrincham, Urmston, Partington.

The swim well scheme, as described by Jo Cherrett, Business Development Manager for the Trust is a "Massive Development and a huge step forward for swimming in Trafford." The swim well scheme offers a diverse programme covering all aspects of swimming for all ages and abilities. The scheme is split into 4 main areas of development and starting with a new refreshed learn to swim program - Begin Well, replacing the old Aquanauts brand. The other 3 areas include a development phase, Develop Well, a performance phase, Perform Well and a health & fitness phase, Keep & Train Well.

Mike Roberts Swimming Consultant the Trust says, "Through swim well we have made a lot of changes and progress, we have taken all the good things and moved them forwards. A lot of work has also been done with Trafford's swimming clubs so that all swimming in Trafford is better co-ordinated and is driving towards common goals. We are now able to

feed children into the right streams so we can ensure maximum development and provide maximum opportunity for all swimmers.”

The launch saw Steven along with 100 children from across the borough take part in several fun sessions lead by the swim well coaches. This included Steven recreating that fantastic moment from last year when he took bronze behind Stephen Phelps (USA), Takashi Yamamoto (Japan). However Sundays recreation saw Phelps and Yamamoto replaced by Lauren Beaumont (age 9) and C J Ashton (age 7), and were unfortunately piped at the post by Steven!

END OF PRESS RELEASE

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