

# Press Release

## James Hickman launches FREE School Holiday SWIMMING FOR YOUNGSTERS IN TRAFFORD

Trafford Community Leisure Trust (TCLT) along with the Amateur Swimming Association (ASA) and Kellogg's new "swim active" initiative have been working together to develop a programme to get more young people and their families more active within Trafford. Funding has been secured for the campaign which will run through each school holiday for 2006/7 starting with a launch at Stretford Leisure Centre on the 21<sup>st</sup> July 2006 by James Hickman, 5 times world 200m butterfly champion and Commonwealth gold medallist.

The Aim of "Kellogg's Swim Active" is to encourage children aged 4 -16 and their families to take up a wide range of aquatic activities so that it becomes a regular part of their lives. The programme focuses on areas of greatest social exclusion and will remove the barriers that currently prevent participation by the programme's beneficiaries.

Young people between the ages of 4 and 16 can have fun and get fit for free by taking advantage of free swimming sessions at five of the Borough's swimming pools during August, giving young people the chance to do something exciting and healthy in their spare time.

The free sessions will run throughout the whole of August, Monday to Friday, between 2pm and 4pm at Altrincham, Sale, Stretford, Urmston and Partington leisure centres. They are available to all young people aged 4 - 16 who live in the Borough, and all they have to do is pick up their free swimming pass from school before the end of the school term or from a leisure centre reception and fill in their details on the back – it couldn't be simpler.

Heather Horrocks Swimming Development Manager for the Trust says "We all know that the long summer break can prove difficult for parents wanting to find things for their children to do. These free swimming sessions continue to be extremely popular, not only do they provide a safe, fun environment for local young people, but swimming is such an excellent form of exercise".

Heather adds "What could be better than knowing your child was having fun and at the same time getting that all important exercise which will help keep them fit and healthy. Who knows we may even be encouraging the newest swimming sensations right here in Trafford".

The free swimming is only a small part of the "Kellogg's Active Swimming" programme and it will be followed by a number of exciting initiatives over the next 12 months that will be aimed at getting more people more active within Trafford and allow them to live a healthier lifestyle.

Anyone wanting to find out more about these free swimming sessions, or the wide range of facilities on offer can contact any of the Leisure Centres; Altrincham 0161 912 5900; Sale 0161 912 3360; Stretford 0161 912 4800, Urmston 0161 912 2960 or Partington 0161 912 5430.

**End of Press Release**

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