

Media Release: 25 January 2018

SORRENTO AUSTRALIA DAY SWIM ON TRACK TO SET NEW RECORD!

Swimming WA (SWA) will stage it's annual Australia Day Swim tomorrow at Sorrento Beach. The swim is Round 7 of the SWA Open Water Swimming (OWS) Series and is traditionally the biggest participation Round of the Series.

Last year the Sorrento round attracted 960 participants and registrations are already almost at that figure! With registrations closing at 4.00 pm today, SWA is hopeful that 1,000 people will participate making it a record turn out for the Series which is celebrating its 10th year this year.

The Australia Day Swim forms part of the national "Australia Swims" celebrations from 20 - 28 January 2018 thanks to Optus. The Australia Day swim perfectly ties into the current Australia Swims campaign by Swimming Australia celebrating Australia's love of the water

As part of Australia Swims, there is a goal of swimming a virtual lap around Australia - 35,877km. To pledge a distance, visit www.australiaswims.com.au and help reach the goal before this Sunday. There will be resources at Sorrento Beach to help participants sign up to their pledge.

With distances from 1.25 km to 10km, together with the 150m swim for families, there really is a swim for everyone. It is also the last opportunity for solo swimmers to qualify for the upcoming Rottneest Channel Swim by swimming the 10km within a certain time.

Mr Peter Katsambanis MLA Member for Hillaryys will be the guest starter for each distance. There is also plenty of excitement on the beach with free kids activities, merchandise giveaways, food trucks, Arbonne products and even some personal training advice.

The presenting sponsors of the event New Town Toyota are offering "Toyota only priority parking", plus in the New Town Toyota tent there is FREE ice-cream and FREE face painting.

Bring your budgie smugglers, Aussie flag and your family and come join Swimming WA for what will be the largest open water swim event to kick off a great Australia Day. For more information or to register visit www.openwaterswimming.com.au

PRINCIPAL PARTNER

HANCOCK PROSPECTING PTY LTD

Round Seven of OWS at Sorrento Beach starts from 7:30am on 26 January 2018.

#australiaswims

Ends.....

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