



FOR COMMUNITY WATER SAFETY

***SKWIM***

*is the name of the game*

# WATER SAFETY

What is it?

# WATER SAFETY

practice play experience skill care fun  
fitness respect knowledge dynamic rules  
cooperation passion swim physical work  
love teamwork alertness float technique  
wet observant focus lifesaving desire  
consistent determination conditioning



# HOW TO MAKE WATER SAFETY

popular



MAKE WATER SAFETY

Play!

# WHY WE LOVE TO PLAY GAMES?

## 1) Games - Emulate Life = “Social Working”

- exchange of goods and services
- organization, ownership
- cooperation & generosity

## 2) Games - Tell a Story = “Reality Theater”

- game plan & change of plans - spontaneity
- a life microcosm that builds intrigue, entertainment, recreation

# COMMONALITIES OF THE TOP-5 GLOBAL SPORTS

- 1) interactive team play
- 2) dynamic implement play (ball or disk)
- 3) lifetime play – child to senior play
- 4) team uniforms with numbers and name
- 5) specialized footwear for speed and safety
- 6) organizational rules of fair play



# Most Popular USA Sports (Game Play)

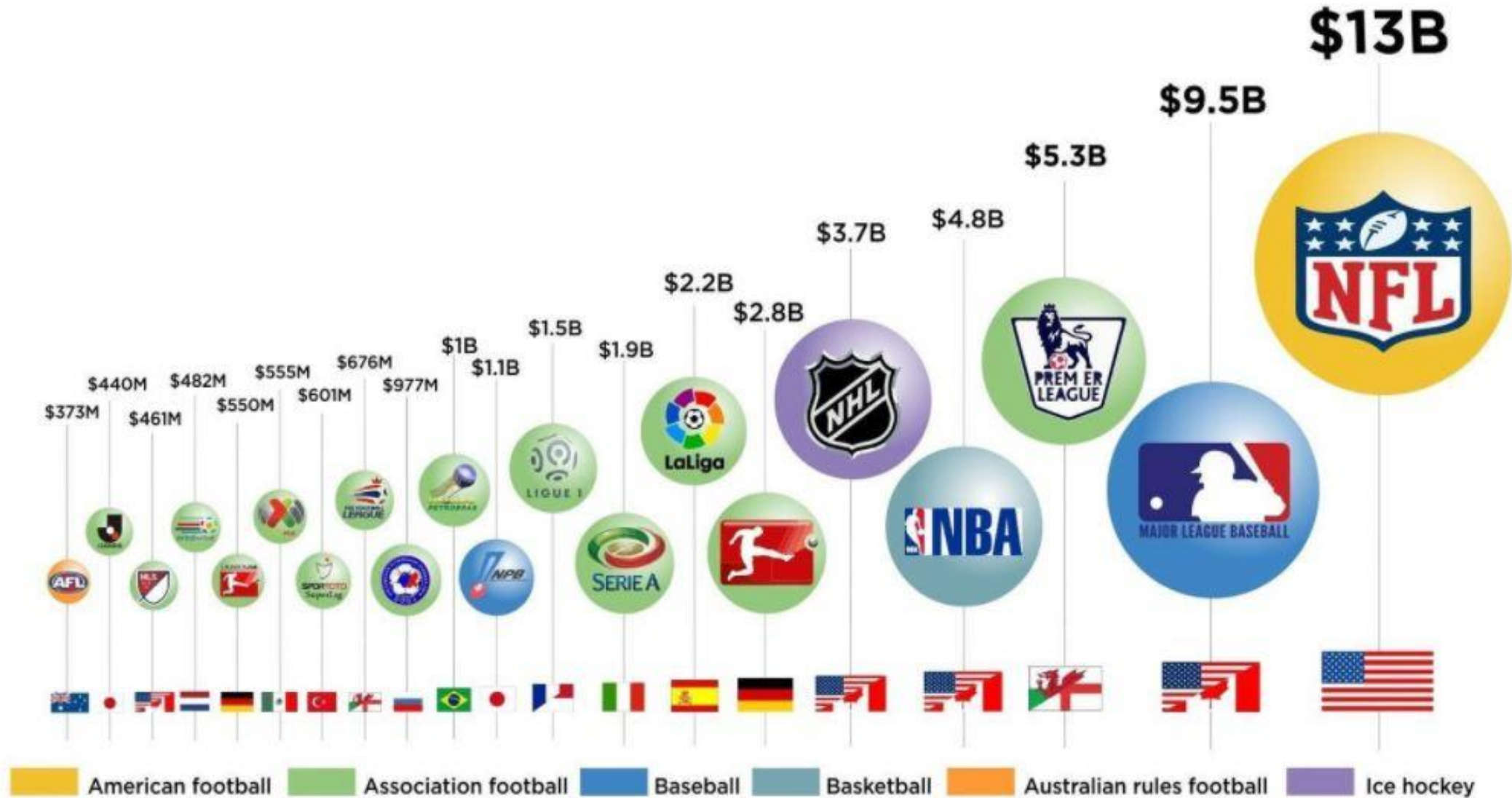




# HIGHEST REVENUE SPORTS

- Fun Engaging Child Play
- Exciting Professional Play

# Top Professional Sports Leagues by Revenue



# NSGA PARTICIPATION REPORT

## 2005

- 1) Exercise Walking...106 M
- 2) Swimming.....58 M**
- 3) Aerobic Exercise....45 M
- 4) Camping.....46 M
- 5) Bowling.....45 M

## 2015

- 1) Exercise Walking...106M
- 2) Exercise w/Equip.....56 M
- 3) Swimming.....46 M**
- 4) Aerobic Exercise....45 M
- 5) Running/Jogging...44 M



# USA SPORTS BY DOLLARS

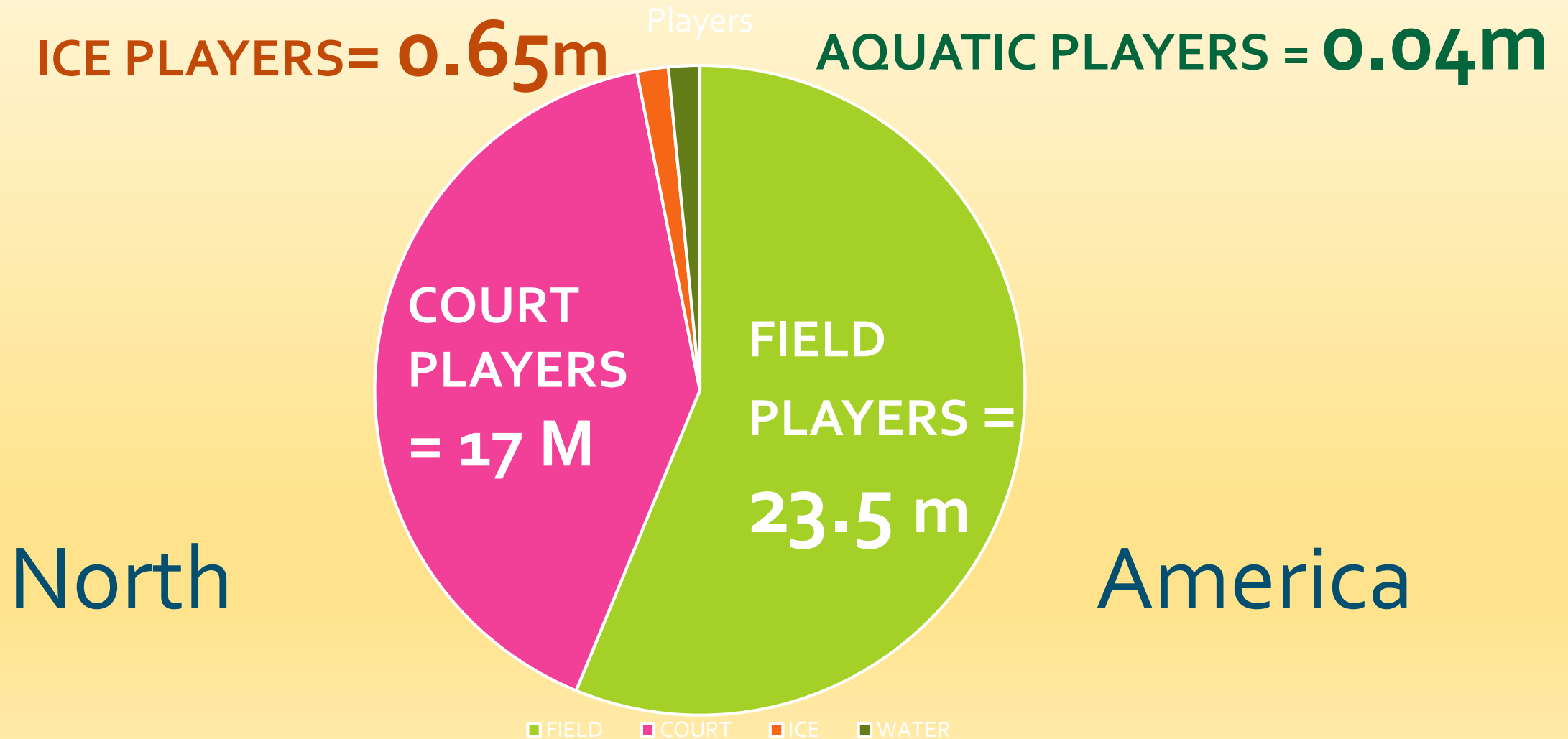
Field = \$23B

Court = \$4.8B

Ice = \$3.7B

Water = \$ ?

# WHERE ARE THE PLAYERS ?



# SKWIM™



- Game play engages
- Footwear enhances
- Skwim saves lives



# ENGAGING CHILDREN

# through

# structured play



# SKWIM

Is a non-contact  
water-disk  
game





# SKWIM

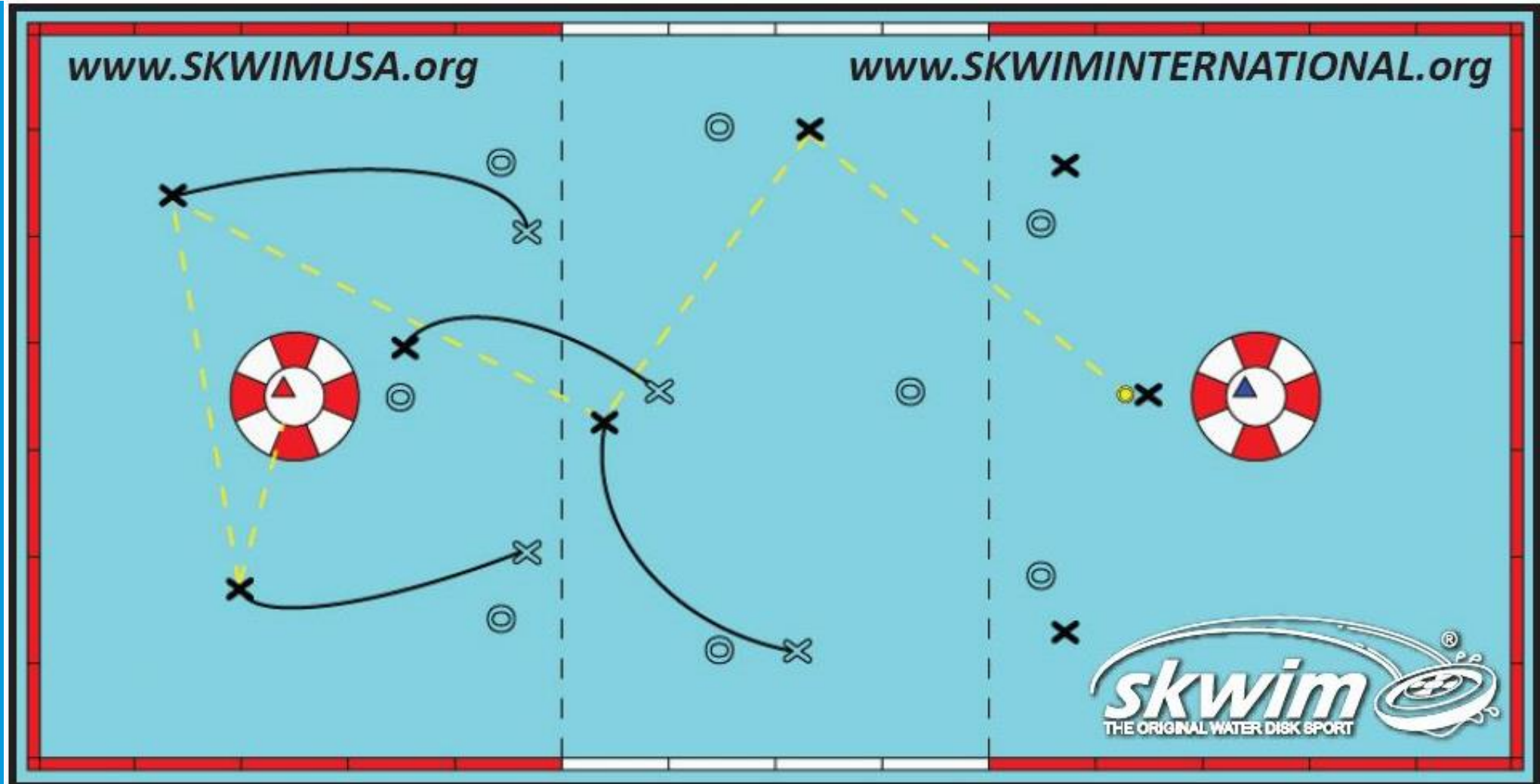
Is a great game

for all ages .





# SKWIM GAME - LAGOON



# SKWIM™ Certification

International SKWIM™ Certification (ISC) compliments any aquatic lesson plan. ISC makes it simple for families, teachers, coaches and administrators to track a student's water safety proficiency at any age. ISC has three (3) standards of measure, known as the **R.E.D. Standards**, which are used in each of the five (5) certification levels.

- **RESPONSE** – a SKWIM Science & Safety online multiple-choice test at each of 5 Levels
- **ENDURANCE** – a measured endurance standard in overhead water at each of 5 Levels
- **DISTANCE** – a measured distance standard in overhead water at each of 5 Levels



# SKWIM FINS – (ATHLETIC FOOTWEAR)





# Girls often better players than boys!

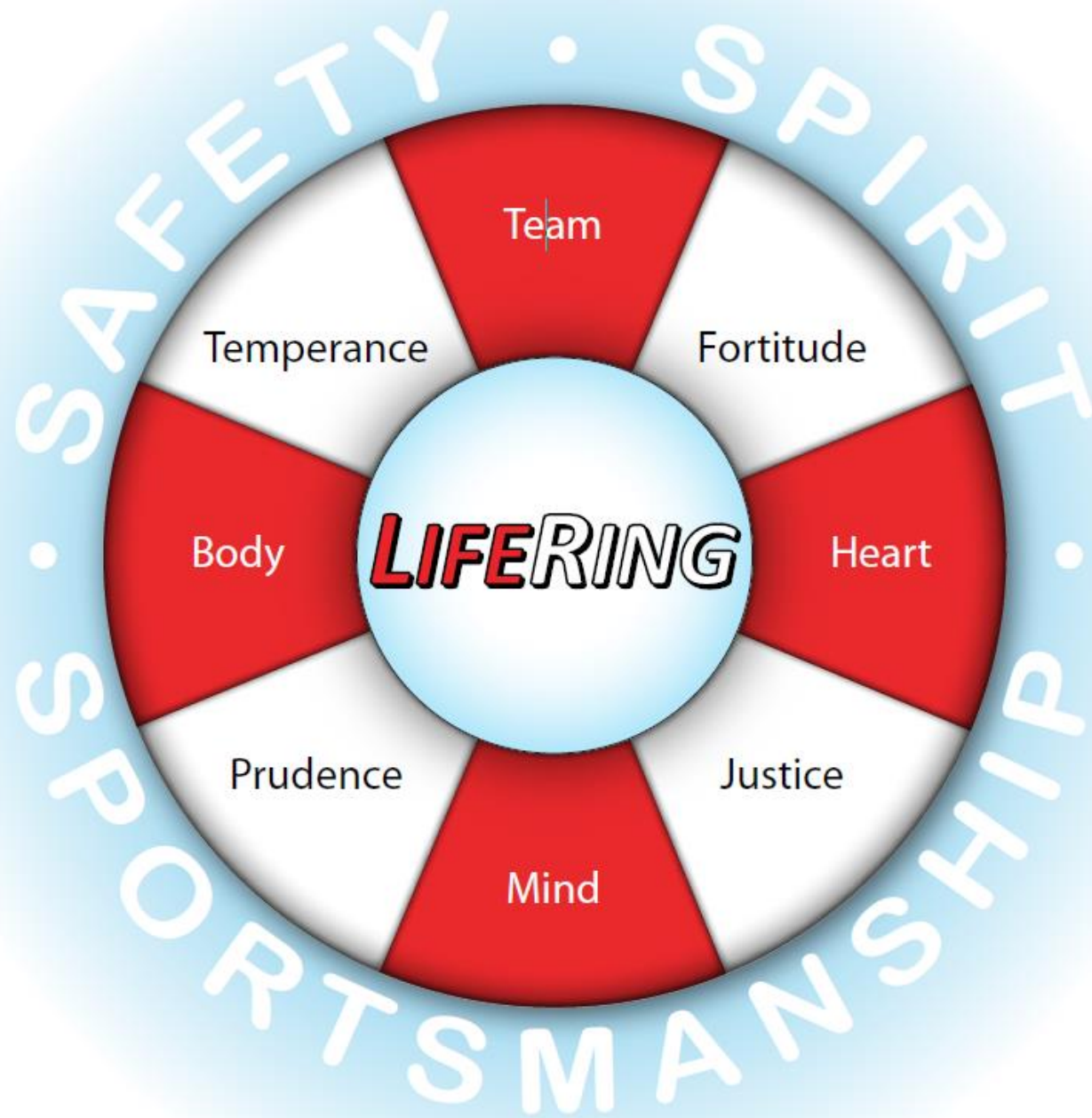






SKWIM is a foundational program  
for learn-to-swim, summer camp,  
P.E. aquatics, and Park & Rec play







**Drowning**

**Prevention..**



**Just got fun!**



# Find out more about SKWIM

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