

Media Release : 6th October 2017

New Town Toyota Sponsors Swimming WA

The West Australian Swimming Association Inc (Swimming WA) is proud to announce that it has signed a three year sponsorship deal with New Town Toyota.

The well known East Victoria Park based Toyota dealership have become a Bronze Level Sponsor and is committed to assisting the growth of swimming across the entire state.

Chief Executive Officer for Swimming WA Mr Darren Beazley said:

"New Town Toyota will support swimming through the provision of Swimming WA branded Toyota vehicles, that will increase our visual presence within the WA community and at our specific events. This sponsorship provides the Open Water Swimming (OWS) Series with a Toyota Hilux SR5 4X4 that will be invaluable as we deliver our 13 rounds of the Series over the summer. New Town Toyota are also providing a vehicle for our expanding learn to swim schools WestSwim, so for the Association, these vehicles provide mobility to the various swimming events that happen right across the state, all year round.

Swimming WA thanks Joe and Bianca Zito for their faith in the resurgence of swimming in WA. To have a prominent brand such as New Town Toyota aligned with swimming from toddlers through to retirees and everyone in between is a sign that our commercial strategy is on track. Even better still, the fact that our members will be able to access the very best new and used vehicles from New Town Toyota at the best possible price means that each member individually gains from this partnership. Welcome onboard New Town Toyota!"

This new sponsorship deal leads on from the recent announcement that popular FM radio station Nova 93.7 has become a silver sponsor of Swimming WA.

Dealer Principal at New Town Toyota Mr Joe Zito said:

"New Town Toyota are very excited to be coming on board as the official vehicle partner of Swimming WA for the next three years. As a family business, we are passionate about giving back to our local community and are thrilled to have the opportunity to support swimming in WA, an essential part of the Australian life".

PRINCIPAL PARTNER

HANCOCK PROSPECTING PTY LTD

Swimming WA is one of the leading not-for-profit sporting organisations in Western Australia established in 1902, representing 83 clubs and more than 12,300 registered swimmers across the state. From Learn to Swim, competitive swimming, recreational swimming or conducting open water events, Swimming WA focuses on providing access to swimming wherever people may live in Western Australia.

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For further information please contact:

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