

Media Release: 12 October 2017

First Round of Open Water Swimming Series at Cottesloe Beach

The Swimming WA Open Water Swimming (OWS) Series will kick off at Cottesloe Beach on Saturday 28 October 2017.

This first of 14 Rounds in the OWS Series has something for every age and fitness level. There will be 500m, 1.25km, 2.5km and 5km distance options for swimmers at the iconic beach.

Sponsored by Westpac, this Round will have live demonstrations from Lululemon and Formidable Strength & Conditioning, a merchandise station, DJ music, as well as local member for Cottesloe and former Premier the Hon Colin Barnett as Guest Starter.

Swimming WA's Chief Executive Officer Darren Beazley said:

'We are aiming to attract 600 people at this first Round in the Series, and there has been a steady stream of online registrations since they opened last month. With the weather heating up, Cottesloe Beach is the perfect venue to launch the 14 Round Series. It is time to get out of the pool and into the open water'.

Celebrating its 10th year, the OWS Series hopes to attract 6,000 swimmers competing in 14 Rounds from October 2017 to March 2018. Included in the OWS Series is the State Open Water Championships on Saturday 25 November 2017 and Champs of the Bay at Rottnest - a fun children's event for 7-13year olds a day after the Rottnest Channel Swim on Sunday 25 February 2018. Another new addition this year is the Relay Round at Scarborough Beach on Saturday 23 December 2017. Teams can win cash for themselves or for their Swimming Club.

PRINCIPAL PARTNER

HANCOCK PROSPECTING PTY LTD

For event registration, entire series registration or to purchase an Open Water Swimming membership, visit www.openwaterswimming.com.au.

Follow the OWS Series on Facebook @owsseries and Twitter @ows_series.
#challengeyourself.

Swimming WA is one of the leading not-for-profit sporting organisation's in Western Australia established in 1902, representing 83 clubs and more than 12,312 registered swimmers across the state. From Learn to Swim, competitive swimming in the pool, recreation swimming or conducting open water events, Swimming WA focused on providing access to swimming wherever people may live in Western Australia.

www.wa.swimming.org.au

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