

Media Release: 13 January 2018

Open Water Swim at Sorrento Beach part of Australia Swims

Round Seven of the Swimming WA Open Water Swimming (OWS) Series will be held at Sorrento Beach on Australia Day, and capacity crowd of more than 1000 people is expected at this icon swim.

This swim event suits all ages and fitness levels with distances of 150m, 500m, 1.25km, 2.5km, 5km and 10km. This Round is also the last opportunity for solo swimmers to qualify for the upcoming Rottneest Channel Swim in February 2018, through completing the 10km distance.

Since commencing in November 2017, the OWS Series has had record crowds at their events at Cottesloe Beach, Busselton, Mullaloo, Leighton, Scarborough, Coogee and most recently Harvey Dam. Celebrating 10 years, the OWS Series attracts more than 6000 swimmers over the summer.

After Sorrento, there are additional OWS events at Rockingham, Shorehaven, Rottneest Island, Mandurah and Swan River. More information and event registration is via openwaterswimming.com.au. Online registrations for Sorrento Beach close 10pm Wednesday 24 January 2018, however there are registrations available on the day.

A new initiative this year is this event is going to be part of Australia Swims - a partnership between Optus and Swimming Australia created to encourage all Australians to celebrate their love for water this January. They want to unite the entire Australian community through something they all love - swimming.

Over nine days, from January 20 – 28 2018, Swimming Australia will promote all types of swimming experiences – swim at an event, swim at a pool, swim at a beach and swim somewhere else (rockpools, waterfalls, snorkel safaris).

Swimming Australia President John Bertrand AO said, “We want to inspire Australians to swim, reconnect with their love of swimming and have fun during the 9 days.”

“Swimming is a life skill and favourite pastime that can be enjoyed by all ages, all abilities and all cultural backgrounds. It’s part of the Australian way of life. It’s in our DNA. It’s what we do. We swim”.

“The swimming industry is uniting to engage the Australian public in this swimming movement and we’re really excited by it,” Bertrand said.

Whether you’re learning to swim, swimming for fitness, swimming for rehab, or swimming for fun you’ll find a swimming experience that’s right for you at australiaswims.com.au and search for experiences via postcode or suburb.

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

#australiaswims

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For further information, please contact:

David Johnson

Events and Operations Manager

Swimming WA

Ph: (0) 9328 4599

Mobile: 0414 187 331

E-Mail: david.johnson@wa.swimming.org.au