



# News

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## **San Antonio Sports VIVA SWIM For Life Initiative a Success 34% Increase in Summer Swim Lesson Registrations Reported**

San Antonio Sports is proud to release the results of its 2015 learn-to-swim initiative, **VIVA SWIM For Life presented by University Health System**, in a [final report](#) which shows that it significantly increased the number of swim lessons available in our community, the number of children who took swim lessons, and will have a lasting impact on public policy.

VIVA SWIM *For Life* highlights include:

- **8,704** more people, mainly children, took swim lessons in San Antonio in 2015 than in 2014
- **100%** of City of San Antonio Parks & Recreation's (SAPAR's) 2,880 available swim lessons were filled, meaning 2,880 children took swim lessons for free in SAPAR outdoor pools during the summer of 2015
- **8%** increase in the number of swim lessons offered by VIVA SWIM partners in San Antonio over 2014 (38,657 in 2015 over 35,876 in 2014), and
- **34%** increase in the number of children who took swim lessons with VIVA SWIM partners over 2014. (34,153 in 2015 over 25,449 in 2014.)

*\*Complete results are available in the [online final report \(http://tiny.cc/VIVASWIMreport\)](http://tiny.cc/VIVASWIMreport)*

Four major swimming competitions were held at San Antonio's Northside Swim Center, delivering a total economic impact of \$9.1 million: the Nationwide U.S. Masters Swimming Spring National Championships, USA Swimming's Speedo Jr. National Championships and Phillips 66 National Championships, and the World Deaf Swimming Championships.

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Hosting these events gave San Antonio Sports the perfect opportunity to create awareness and educate our community on the benefits of learning to swim and embracing the sport of swimming. The program was created to connect children and their families to swim lessons taught by qualified instructors at public and private pools and ignite a love for competitive swimming. USA Swimming was particularly interested in increasing its outreach to San Antonio's Hispanic community.

VIVA SWIM *For Life* involved 10 swim lesson providers, representing 50 pools. The greatest gap between community need and the opportunity to take swim lessons was with the City of San Antonio Parks & Recreation (SAPAR) department's outdoor swimming pools. SAPAR has 24 outdoor pools, but only 10 of those offered some level of swim lessons during the summer months. San Antonio Sports secured eight sponsors to generously fund free swim lessons in the 14 pools that were not providing lessons. In an effort to eliminate confusion between free and paid lessons at its pools, the City of San Antonio joined the movement and decided to make lessons at the remaining 10 pools free as well.

Via in-school promotion, and with the support of generous media partners involved in the city-wide campaign, participants were encouraged to enroll in a VIVA SWIM *For Life* partner swim lesson and were issued certificates of completion at the end of their sessions. They were also invited to attend a VIVA SWIM medal ceremony at either the U.S. Masters Swimming Spring National Championships in April or the Phillips 66 National Championships in August. There, Olympic gold medalist Josh Davis presented medals to each VIVA SWIM participant.

VIVA SWIM *For Life* was funded by presenting sponsor University Health System and USA Swimming, VIA Metropolitan Transit, Humana and H-E-B. SAPAR swim lesson underwriters included San Antonio Sports, April Ancira on behalf of Brighton Center, Humana, NuStar, Robert Ober & Associates, SAGE Advisors, SeaWorld San Antonio, and Security Service Federal Credit Union.

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Though VIVA SWIM *For Life* was an initiative specific to 2015, San Antonio Sports is committed to working with San Antonio Parks & Recreation and all the VIVA SWIM *For Life* providers to continue advocating for swim lessons that are affordable and accessible to every San Antonio family.

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### **About San Antonio Sports**

San Antonio Sports is a nonprofit organization whose mission is *to transform our community through the power of sport*. San Antonio Sports bids on and hosts premier sporting events such as NCAA® championships, which have generated a local economic impact of more than \$534 million. San Antonio Sports kids programs, including *i play! afterschool*, the Community Olympic Development Program, Go!Kids Challenge™ presented by University Health System and SUBWAY® Kids Rock marathon training program, *annually* touch the lives of more than 150,000 children. Additionally, San Antonio Sports serves as a catalyst for the development of quality recreational and athletic facilities in our community and manages SPARK, a program that turns school grounds into community park space. To learn more, visit [SanAntonioSports.org](http://SanAntonioSports.org).