

# 10 Good Reasons to Program Skwim™



- 1) **Skwim is about community** The game is engaging and challenging for every generation, offering fun and fitness from day one. The Skwim disk glides fast on the water so you don't need to. Play Skwim at your own pace in shallow or deep water.
- 2) **Skwim is the safer game.** This non-contact game features a softer hydroplaning Skwim Disk that's lighter, faster and easy to handle. Skwim Fins are performance footwear that increase speed and safety. Skwim team action emulates lifesaving.
- 3) **Skwim is simple, yet so dynamic.** The disk glides the full length of the pool! Scoring can happen from any angle, even from behind the goal, so play remains spread out and in motion. Skwim builds swim skills, teamwork and playmaking.
- 4) **Skwim is life-saving.** ISC (International Skwim Certification) awards *Aqua-ID* for each player, Level -1 to Level- 5. ICS tracks water-safety progress from beginner through lifeguard certification, inspiring players to become lifesavers and coaches.
- 5) **Skwim is for pools and open-water.** The game is learned in the shallows and graduates to deeper water when players are ISC certified. Skwim Fins and ICS certification make the game safer for open-water play (ISC Level – 4 or 5 required).
- 6) **Skwim is the game-changer.** The top-10 international sports are all 'games'. Most people prefer gameplay to doing laps, land or water, preferably games that are easy-to-learn, socially interactive, and fun for all ages. Skwim is multigenerational.
- 7) **Skwim is time-wise and space-efficient.** Skwim is "game-centered" turning on the hour, ideal for park & rec, schools, clubs and summer camps. Skwim curriculum includes 15 mins. 'drills & skills' / 15 mins. water-safety / 30 minutes 'Skwimming'.
- 8) **Skwim makes 'dollars' and 'sense'.** Like all successful sports games, Skwim uses technical footwear and personalized uniforms, a passing implement, and goals. Skwim programming features more games than practices so adds value to pool time.
- 9) **Skwim shapes character.** The "Life-Ring" Skwim logo promotes Safety, Spirit and Sportsmanship. The *Life-Ring Philosophy* teaches the personal 'aspects and virtues' of successful team play and safety for all levels, recreational or competitive.
- 10) **Skwim – the time is right.** SFIA (Sports & Fitness Industry Association) reports the #1 'aspirational activity' for people today is 'learning to swim'. Skwim game play increases player retention for years of advancement in teamwork and water-safety.