



Press release

A REMARKABLE INITIATIVE IN GREAT BRITAIN HIGHLIGHTING THE AQUATIC DISCIPLINES AND THE 2012 OLYMPIC GAMES

A new national initiative to help promote and support British aquatic athletes, coaches, and volunteers in the run up to the Olympic Games London 2012 and beyond has been launched last year.

Simon Wright, a keen masters swimmer and photographer, has launched GBswimstars, a voluntary initiative that uses photography to showcase the leading aquatic sports athletes of today and future stars.

Originally conceived as a project for City of Sheffield water polo and swim clubs – and more recently for the British Water Polo team – the project has been so successful that it is now being extended across Britain.

“The idea behind GBswimstars is to use powerful, memorable photographs to help promote, support and motivate those involved in the sport” – said Wright.

“The public and press applaud the medal winners but what they don’t see is the enormous amount of training that goes on behind the scenes before the competition – a thankless, repetitive and often tedious task. It takes significant dedication and will to stay motivated to train twice a day – and not just from the athletes but also the parents/carers and coaches who are there six days a week.”

Those who have been able to follow and be involved so far enjoyed this “X-Factor” type of experience and get to keep the photos while the clubs can use them to promote their own swimming, diving, synchro or water polo athletes by putting the photos on their websites and sending them to the press. They can also sell the photos to help with club fund-raising.

“My ultimate ambition is that some of the GBswimstars photos will be displayed in the London Aquatic Centre in recognition of all those who will dedicate years of their lives in pursuit of an Olympic medal. Not all will succeed in their ambition but I hope the photos will be a permanent reminder of their sacrifice.” – expressed Wright.

A remarkable initiative, an example to follow or transfer to each Federation’s own circumstances and objectives. To explore it further visit www.GBswimstars.com

EUROVISION

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Simon Wright will run a dedicated exhibition in Luton, from 4th to 25th February, at “The Hat Factory” (65-67 Bute Street, Luton, Bedfordshire LU1 2EY, www.thehatfactory.org).

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