



**Swimmers Challenged to Break National Age-Group Records in Charlottetown.
National Age-group Record Swim Worth a Prince Edward Island Summer Vacation.**

Thursday, January 28, 2010

CHARLOTTETOWN – Swim P.E.I. launched its Canadian Age-Group Record Challenge today. This performance reward program for age-group national records will be initiated during the East Coast Short Course Swim Championship (ECSC) to start on Thursday, March 4th at the CARI facility, home to the 2009 Canada Summer Games swimming event.

Participating ECSC swimmers breaking a national age-group record at the upcoming event will receive the opportunity to win a Prince Edward Island summer vacation. Canadian swimmers & their families following the event's twitter and facebook social media sites will also be provided additional opportunity to win weekly prizes. This reward program was developed in partnership with Dunne Consulting, Team Aquatic Supplies, Discount Car & Truck Rentals, and the Cavendish Beaches Dune Shores and Charlottetown Tourism Associations.

“Atlantic Canadian swimming is making great strides developing the countries top age group athletes. We are ready to move to the next level and start challenging for numerous national age-group records,” said Tom Crowell, ECSC Co-Chair, “our goal is to put our Atlantic Canadian and Prince Edward Island swimmers in the forefront of our country's best age-group performances. Anything we can do to encourage the next level in age group swimming, we will do.”

“Organizations are trying to keep pace with the social media explosion and the impact it is having on events and companies. When Swim P.E.I. contacted our agency to partner with them to launch their athlete reward program we jumped at the chance to develop and manage their social media sites,” stated Steve Dunne, Dunne Consulting, “we all have our role to play developing and supporting our Island and Canadian athletes.”

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Face Book - Canadian Record Challenge-

<http://www.facebook.com/group.php?gid=255502712446&ref=ts#/group.php?v=wall&ref=ts&gid=255502712446>

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