



August 21, 2012

NEWS RELEASE

Monthly News Releases: Each month, or more often if warranted, we are going to announce the upcoming USMS swimming events that are scheduled in our area. Since you are a member of U.S. Masters Swimming in Ohio, you will automatically receive these unless you decide to opt out.

Format and News Release Guidelines: If you, your swim team or your coach have any upcoming events planned, please let us know as soon as possible so we can let everyone else know. Each News Release will be sent to over 600 local Ohio swimmers and will be composed of three sections...

- A. Save the Date:** If your team is planning a meet and you want *everyone* to attend... Send an “*early Save the Date*” notice so we can put it on our calendar... (See our first real “*Save the Date*” below)
- B. Register Now:** When your meet is sanctioned (Ready to accept registrations) Let us know right away so we can help you advertise and so we can make sure all of our 600+ members are aware of your event. We will print [links](#) that you send so it will be easier for people to register and attend. (NOTE: The link in this paragraph is a “practice” link ... If you click it, you will go to the Ohio State records page where you can see all the Short Course Yards records that you have... or have not... set!)
- C. Really Good to Know Stuff:** From time to time, we will send additional information that you need to know ... (See example below)

OUR FIRST EDITION

Save the Date:

October 20th – Dayton Area Sharks Annual Bobble-Head Pentathlon --- Planned for a new venue; Beavercreek YMCA (25 Yard Pool with an excellent timing system) New Time: **4:00 PM** Warm-up and **5:00 PM** Start --- One of the most fun meets in the mid-west! More details will be coming in the next week or so...

Register Now:

Time to get your meets sanctioned... **and announced !!!**

Really Good to Know Stuff:

The average person produces: 25,000 quarts of saliva in his or her lifetime — that’s enough spit to fill TWO swimming pools! However, these pools will not be sanctioned in Ohio.

PLEASE...

Send information for future News Releases to: OhioEditor@usms.org